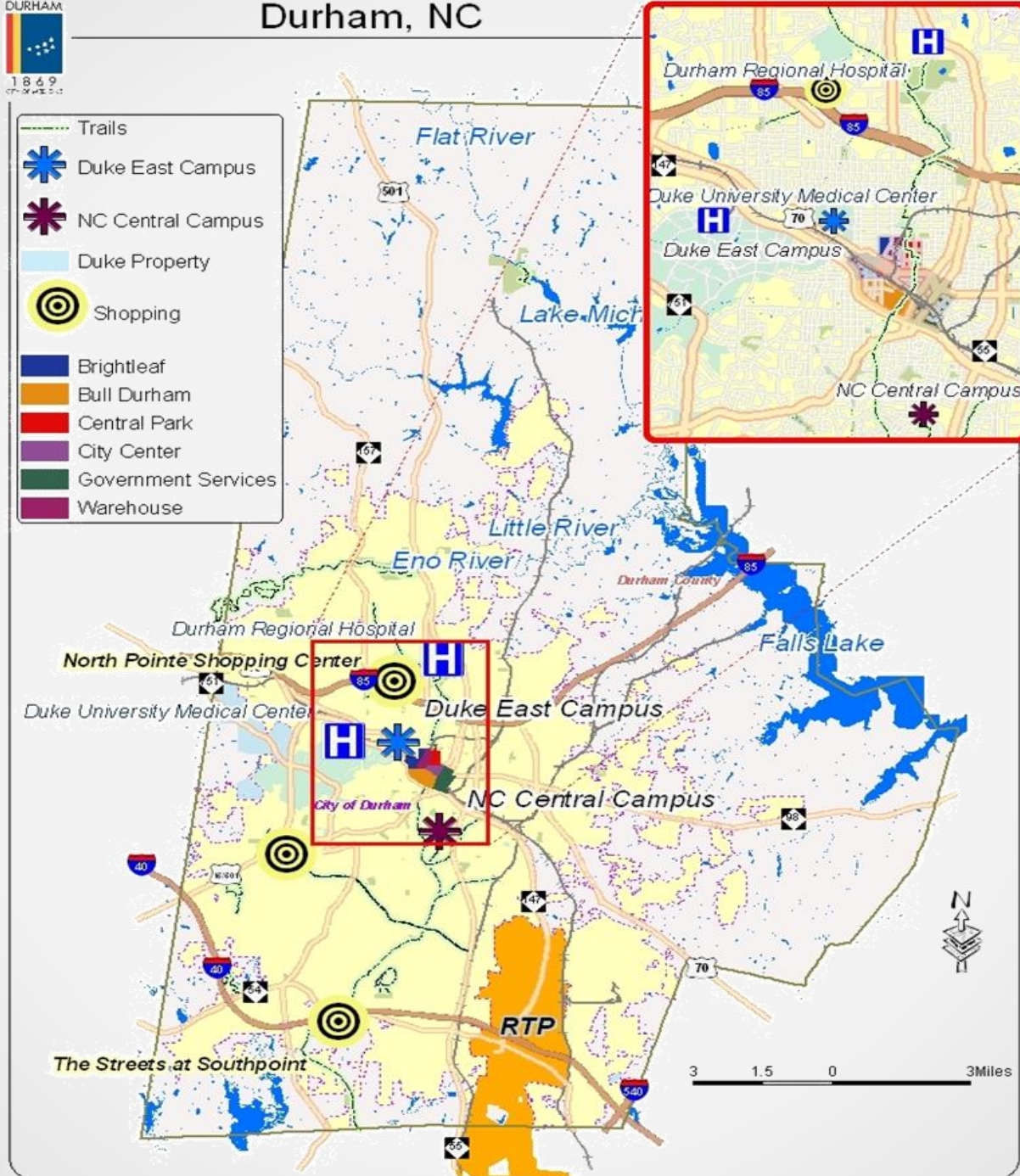


# *the STATE of* **DURHAM'S** **ECONOMY** 2010



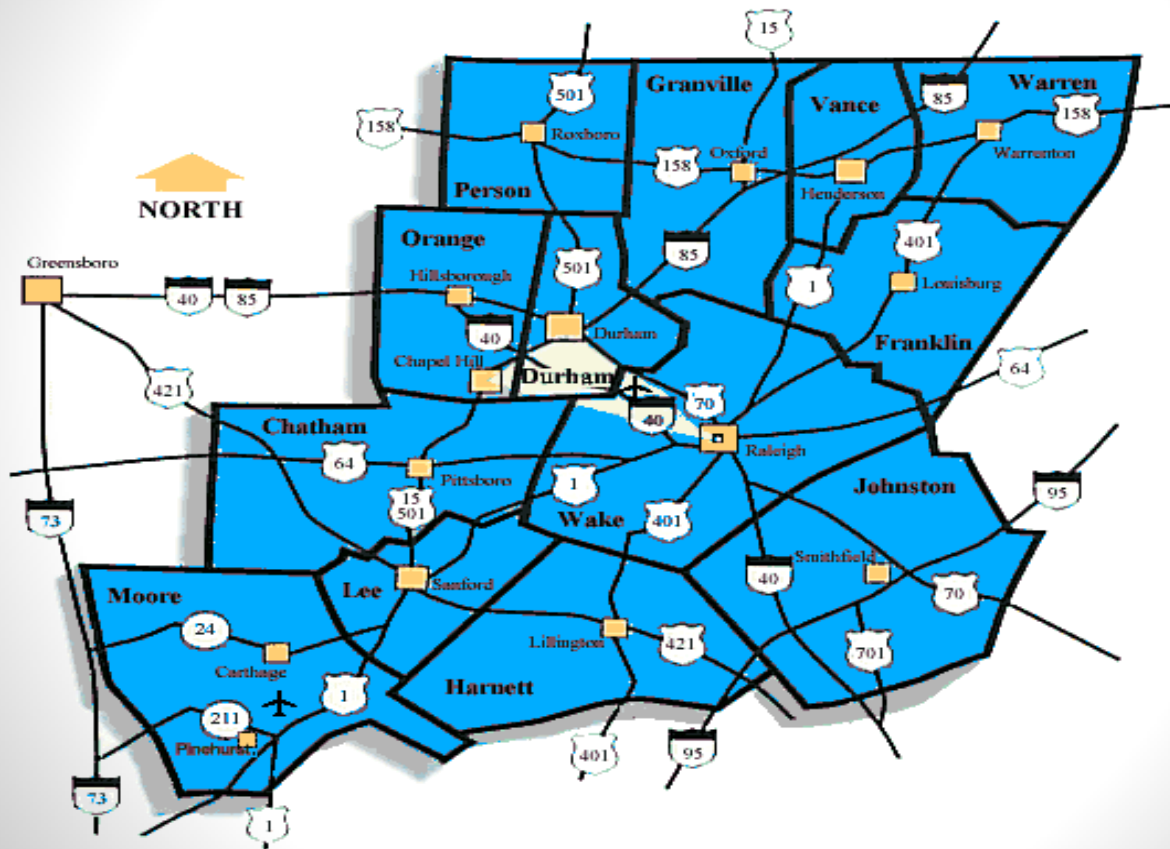
MARCH 23, 2010 | DURHAM PERFORMING ARTS CENTER



# DURHAM POPULATION & DEMOGRAPHICS

## THE 13 COUNTY RESEARCH TRIANGLE REGION

SOURCE: RTRP

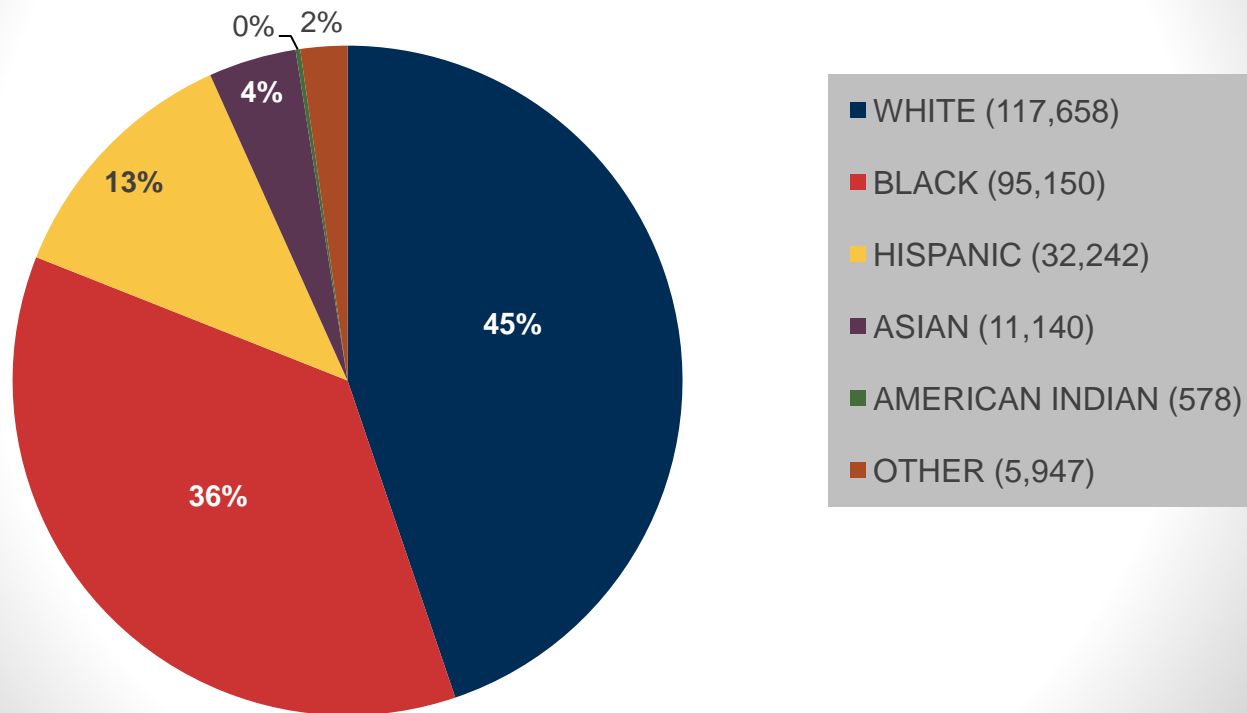




# DURHAM POPULATION & DEMOGRAPHICS

## DURHAM COUNTY'S DIVERSITY BASED ON 2008 SURVEY

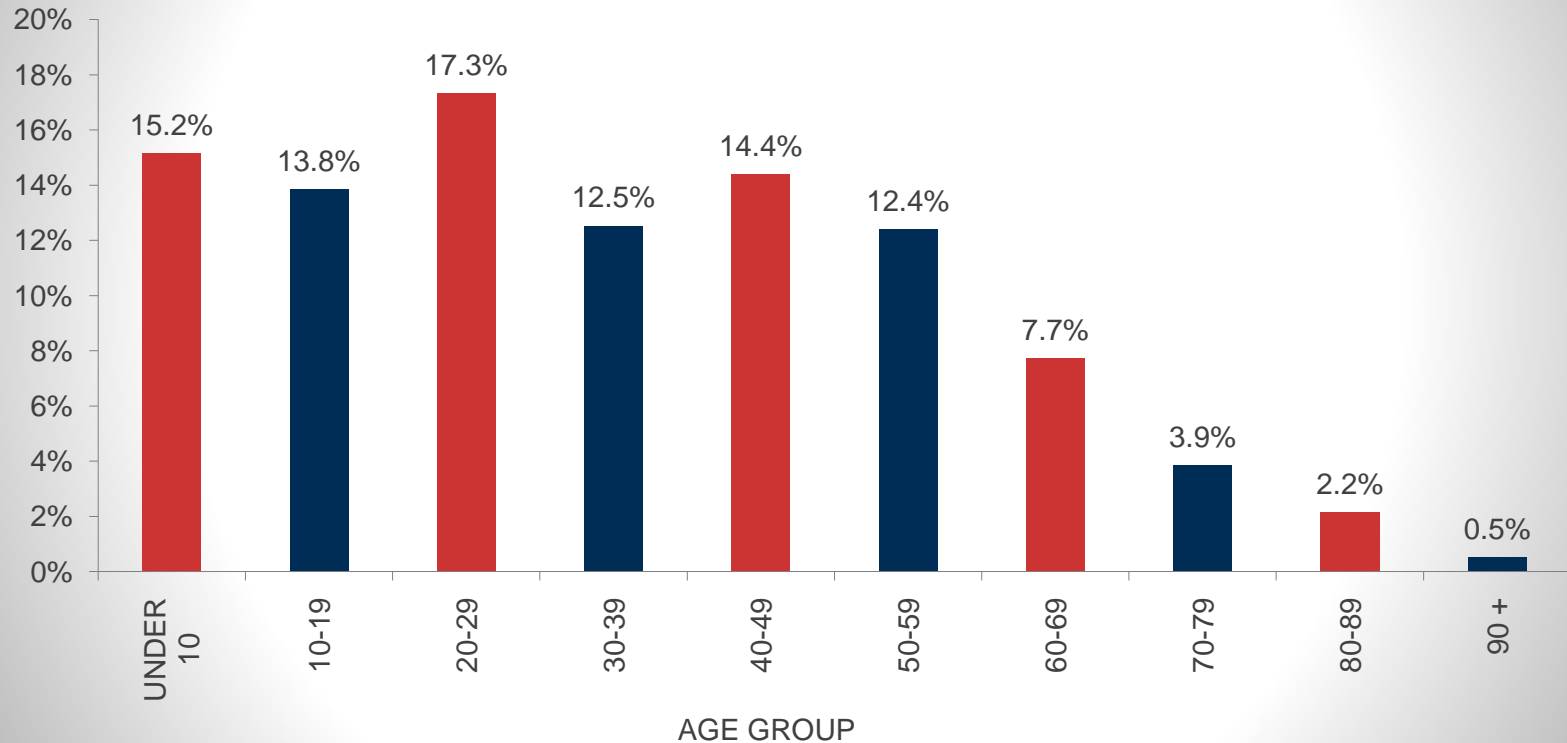
SOURCE: U.S. CENSUS BUREAU/AMERICAN COMMUNITY SURVEY/OEWD



# DURHAM POPULATION & DEMOGRAPHICS

## DURHAM COUNTY POPULATION BY AGE, BASED ON JULY 2009 ESTIMATE

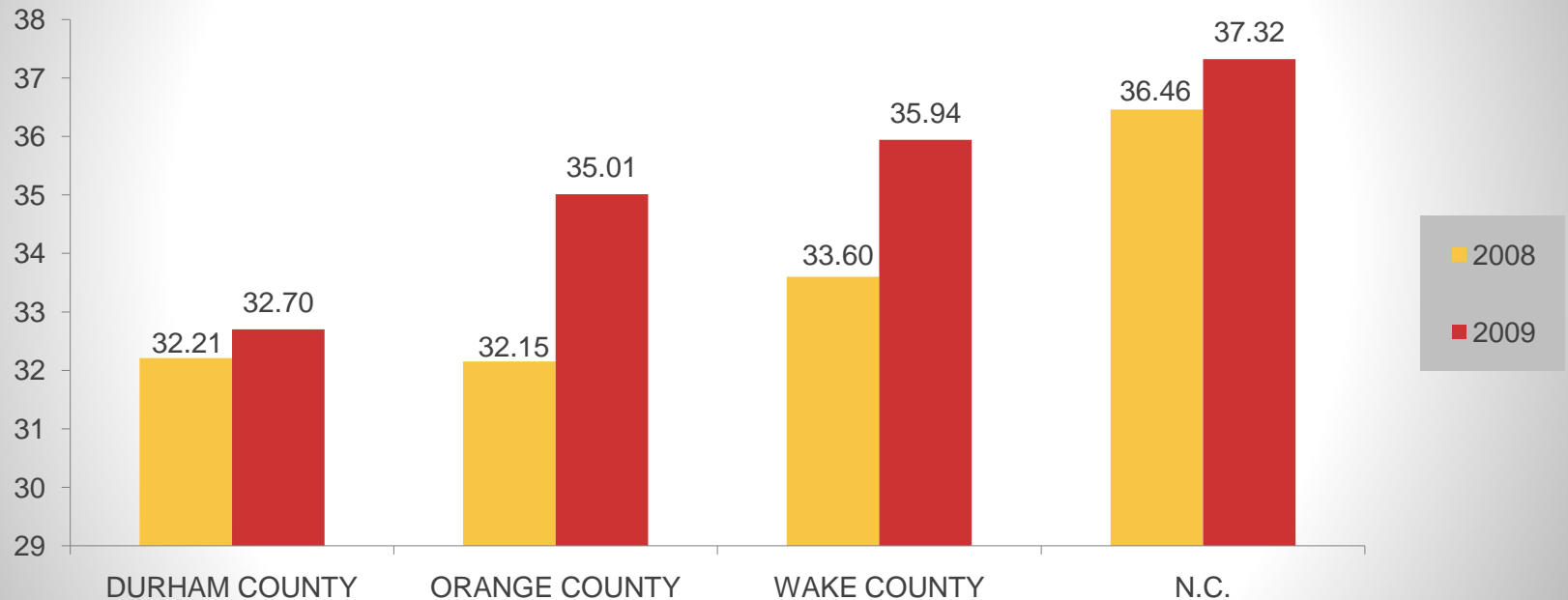
SOURCE: NC STATE DATA CENTER/OEWD



# DURHAM POPULATION & DEMOGRAPHICS

## CHANGE IN MEDIAN AGE (2008-2009)

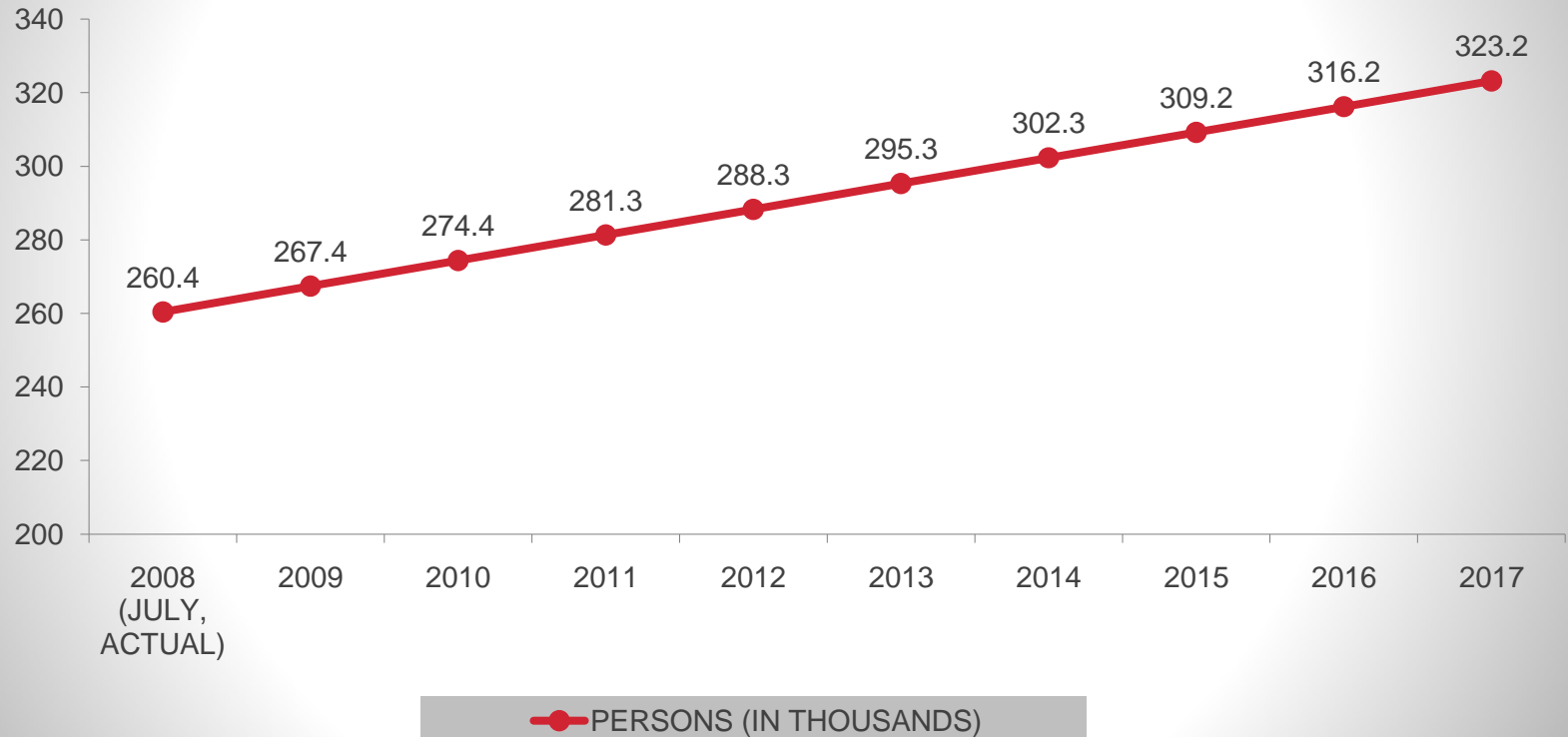
SOURCE: NC STATE DATA CENTER/OEWD



# DURHAM POPULATION & DEMOGRAPHICS

## DURHAM COUNTY POPULATION PROJECTIONS, 2008-2017

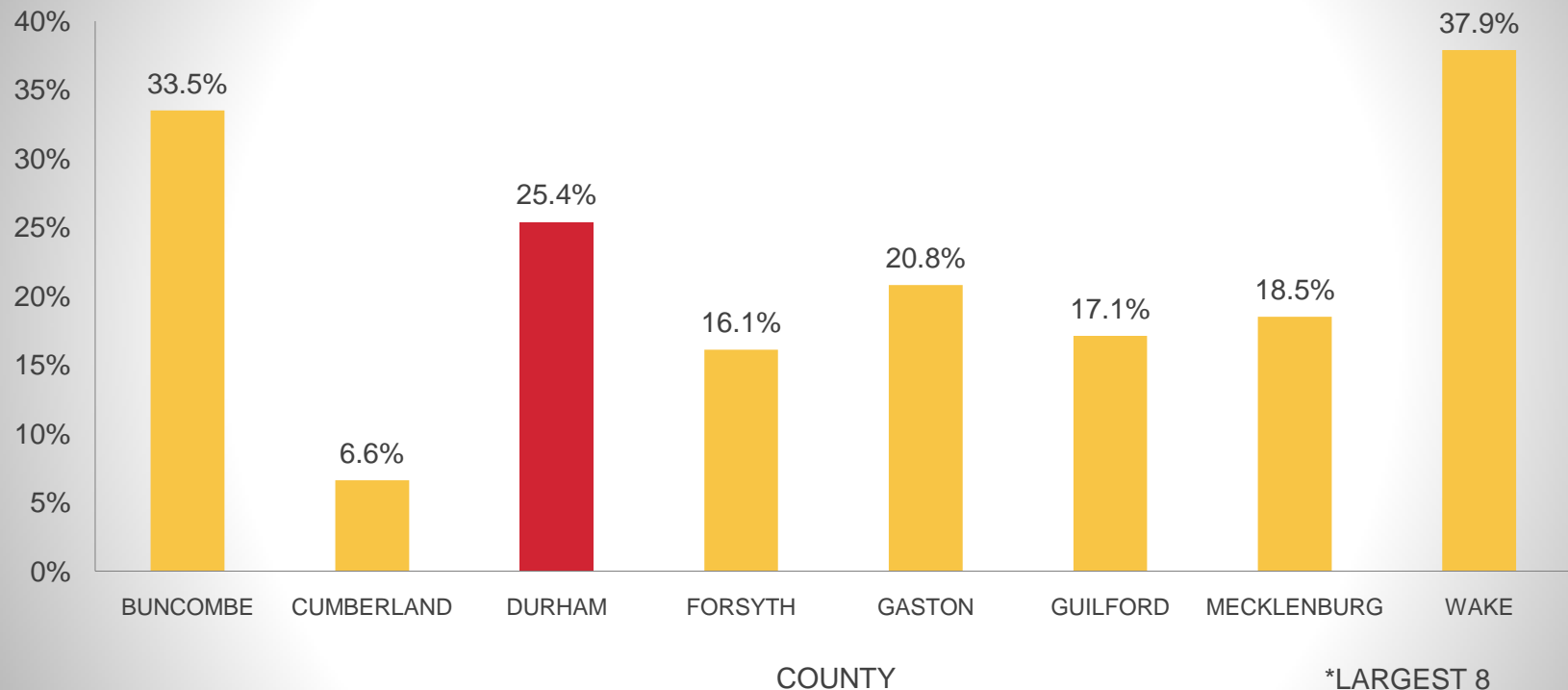
SOURCE: NC STATE DATA CENTER/OEWD



# DURHAM POPULATION & DEMOGRAPHICS

## COUNTY POPULATION PROJECTIONS BY PERCENT CHANGE FROM 2010-2020\*

SOURCE: NC STATE DATA CENTER/OEWD



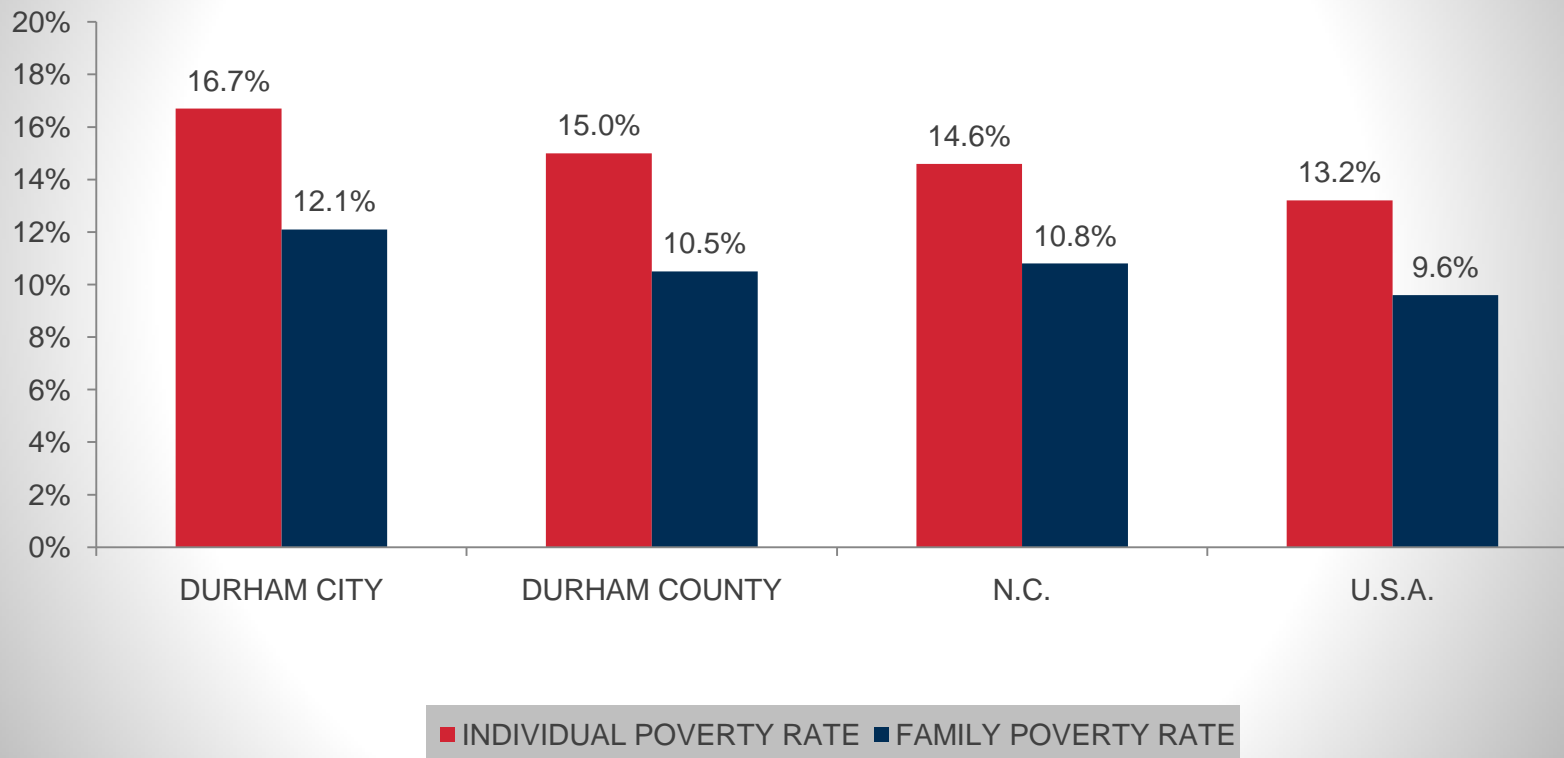
\*LARGEST 8  
COUNTIES AS OF  
2009



# DURHAM POPULATION & DEMOGRAPHICS

## POVERTY RATE BASED ON 2006-2008 ESTIMATE

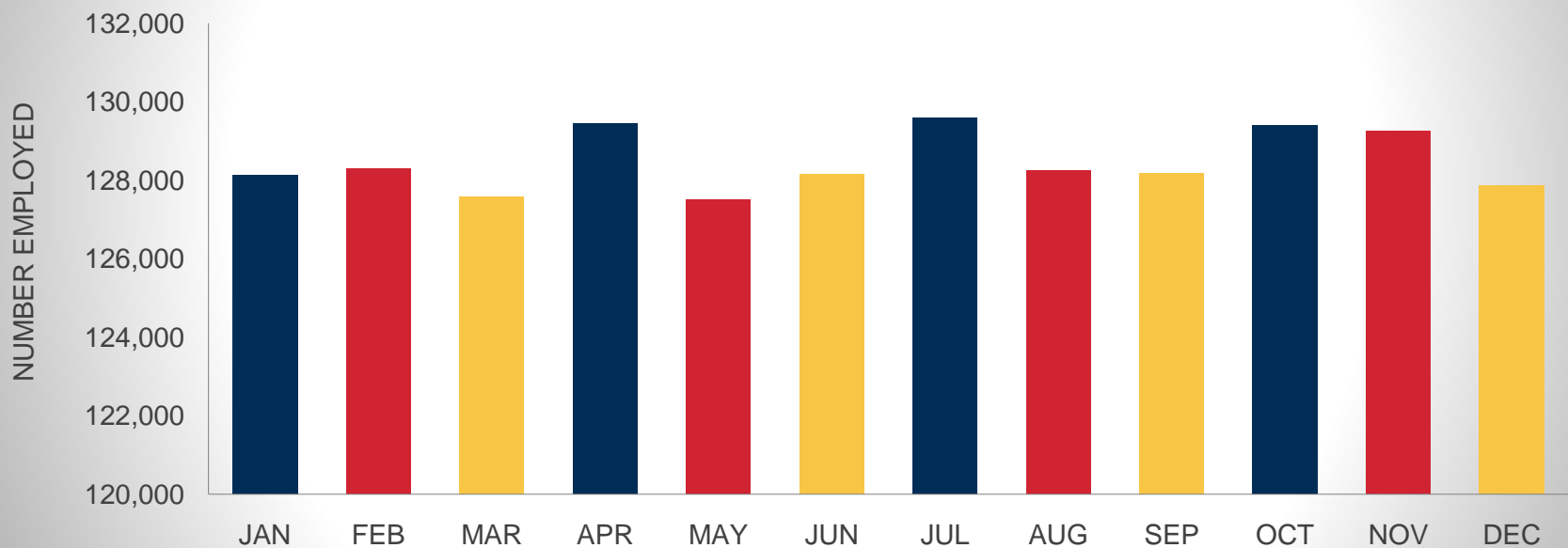
SOURCE: AMERICAN COMMUNITY SURVEY/OEWD



# DURHAM EMPLOYMENT AND WAGES

## NUMBER EMPLOYED IN DURHAM COUNTY: 2009

SOURCE: NC EMPLOYMENT SECURITY COMMISSION/OEWD



# DURHAM EMPLOYMENT AND WAGES

## DURHAM COUNTY LABOR FORCE VS. NUMBER OF DURHAM COUNTY RESIDENTS EMPLOYED, 2005-2009

SOURCE: NC EMPLOYMENT SECURITY COMMISSION/OEWD



# DURHAM EMPLOYMENT AND WAGES

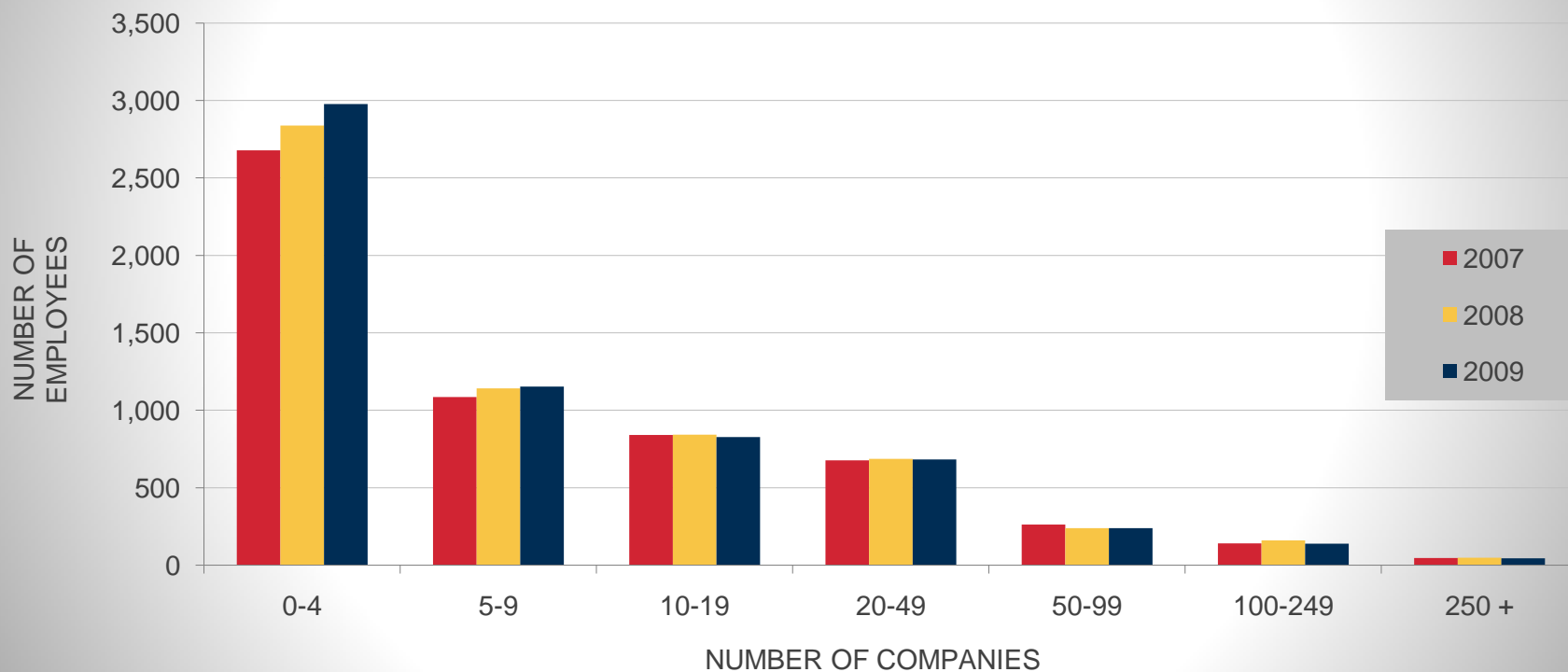
## 12 LARGEST DURHAM COUNTY EMPLOYERS (3<sup>rd</sup> QTR 2009)

SOURCE: NC EMPLOYMENT SECURITY COMMISSION/OEWD

COMPANY NAME	INDUSTRY
Duke University	Education & Health Services
International Business Machines	Manufacturing
Durham Public Schools	Education & Health Services
Glaxosmithkline	Education & Health Services
Blue Cross & Blue Shield of NC Inc.	Financial Activities
City of Durham	Public Administration
Va Medical Center	Education & Health Services
Research Triangle Institute	Professional & Business
Duke University Health Systems Inc.	Education & Health Services
Durham County	Public Administration
Fidelity Employer Services LLC	Professional & Business
Nortel Networks, Inc.	Manufacturing

# DURHAM EMPLOYMENT AND WAGES

**NUMBER OF COMPANIES BY EMPLOYMENT SIZE - DURHAM COUNTY 2ND QUARTER, 2007-2009**  
SOURCE: NC EMPLOYMENT SECURITY COMMISSION

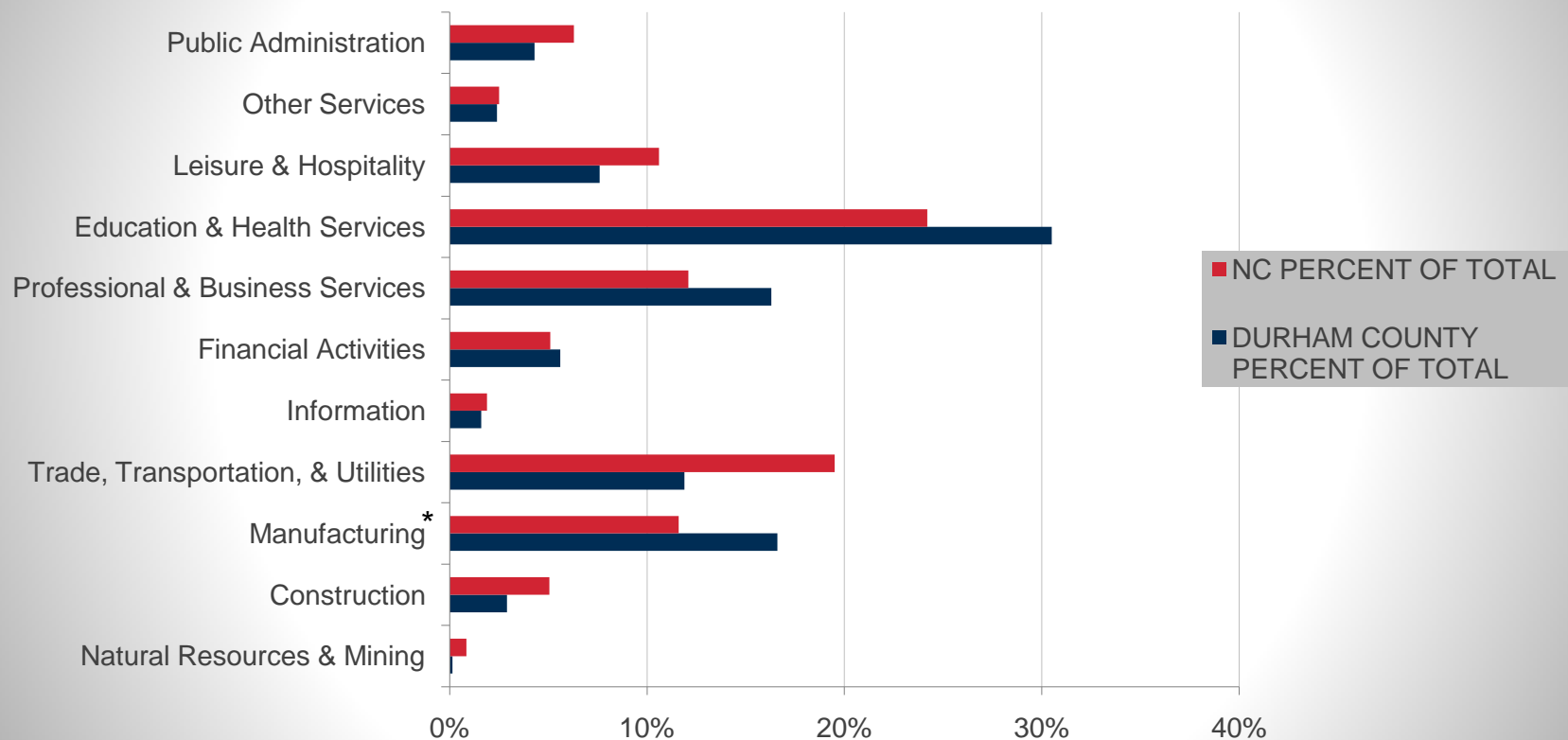




# DURHAM EMPLOYMENT AND WAGES

## SELECTED INDUSTRIES - PERCENT OF TOTAL EMPLOYMENT, DURHAM COUNTY VS NC, 2009 (Q2)

SOURCE: NC EMPLOYMENT SECURITY COMMISSION/OEWD

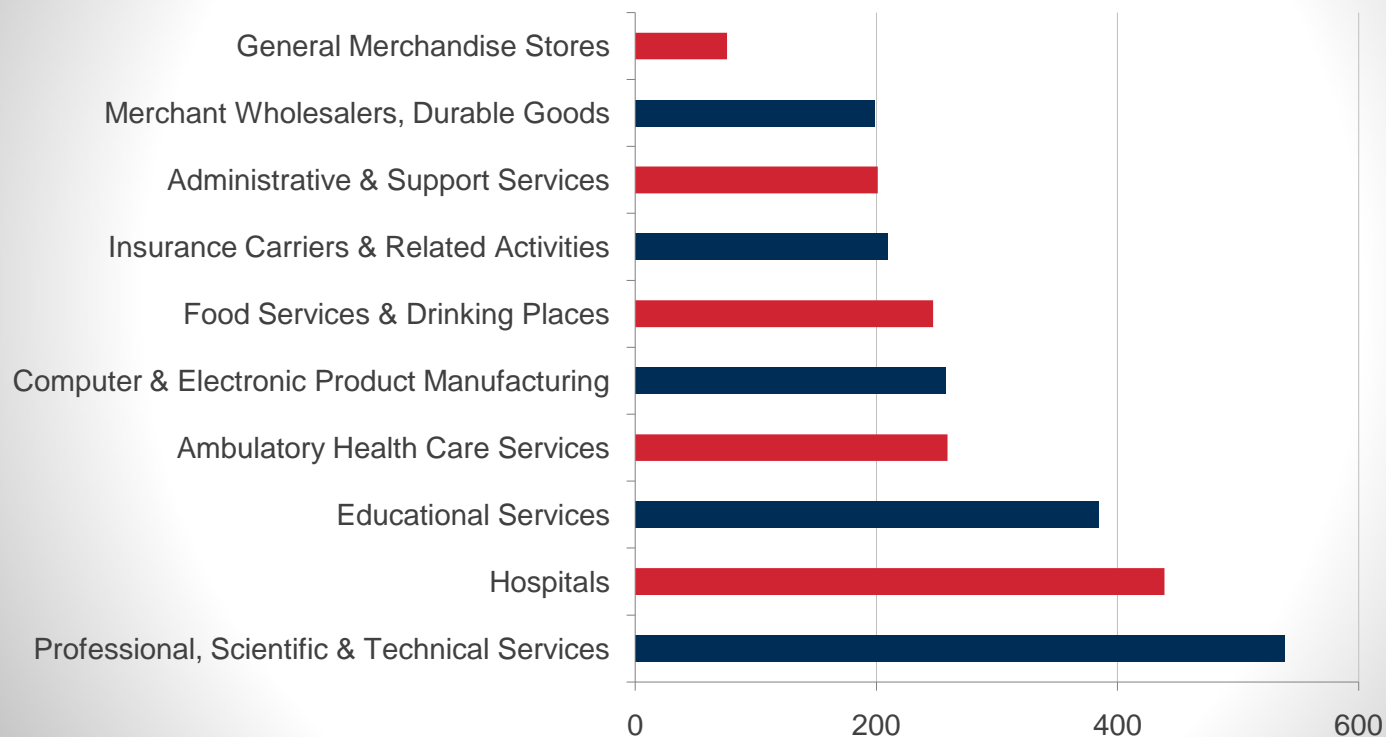


\* Includes Biomanufacturing

# DURHAM EMPLOYMENT AND WAGES

## ANNUAL LONG-TERM OCCUPATIONAL PROJECTIONS FOR SELECTED INDUSTRIES WITH GROWING EMPLOYMENT: DURHAM COUNTY, 2006-2016

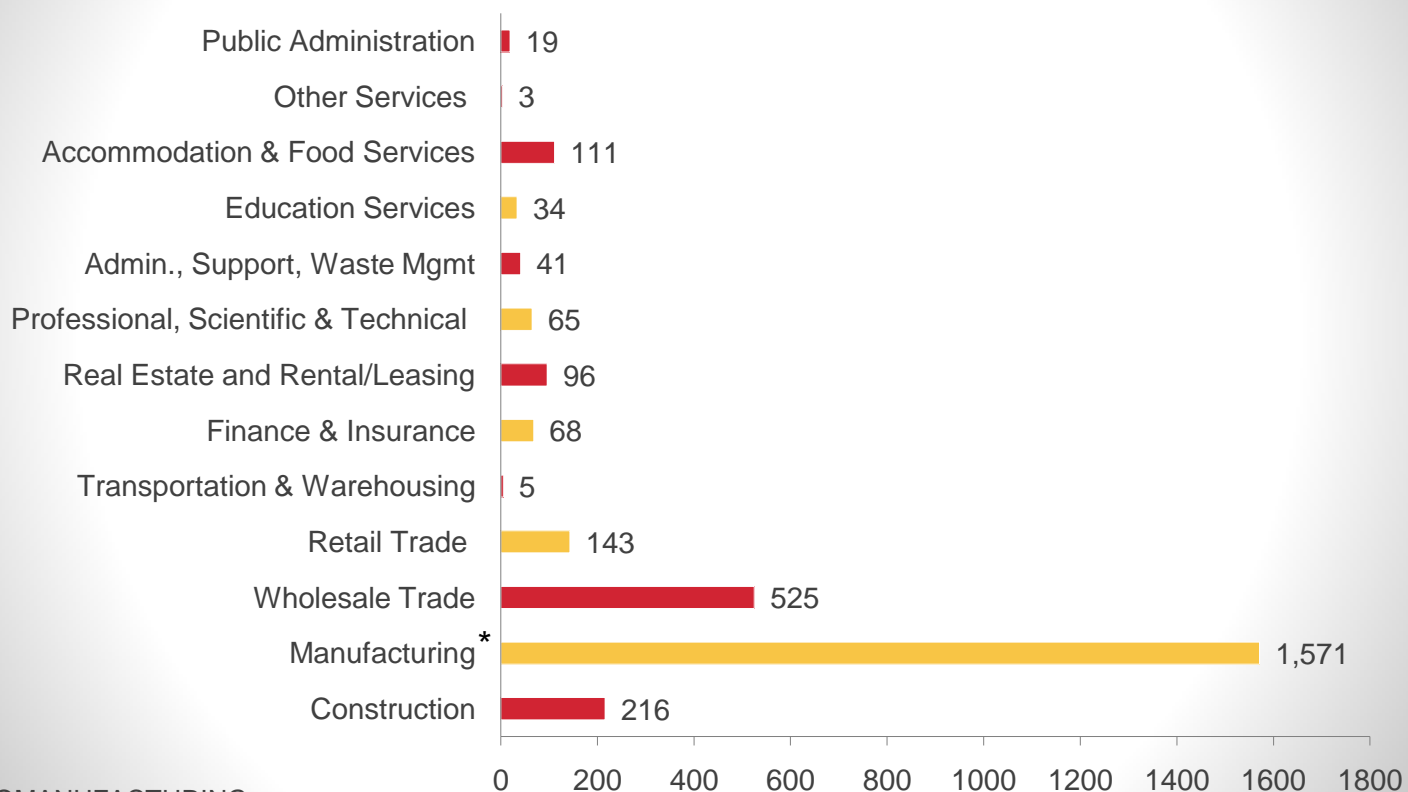
SOURCE: NC EMPLOYMENT SECURITY COMMISSION/OEWD



# DURHAM EMPLOYMENT AND WAGES

## 2009 ANNOUNCED BUSINESS LAYOFFS IN SELECT INDUSTRIES IN DURHAM COUNTY

SOURCE: NC EMPLOYMENT SECURITY COMMISSION



\* INCLUDES BIOMANUFACTURING

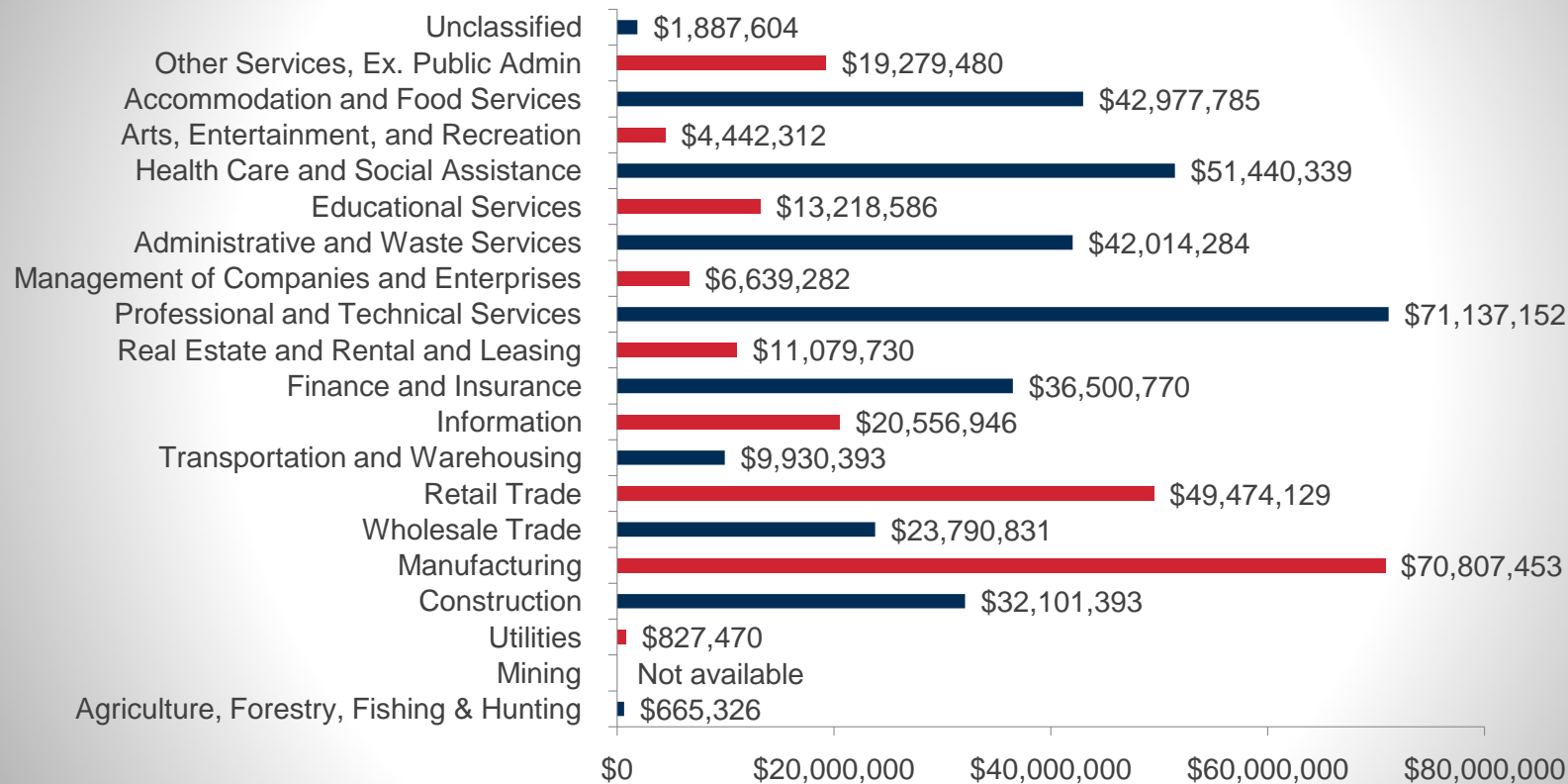
DISCLAIMER: These data are derived from a statewide survey of newspaper accounts of closings and layoffs, and from information supplied to the Employment Security Commission of North Carolina by the employing units experiencing the closings/layoffs. THE DATA ARE NOT COMPREHENSIVE AND DO NOT MEET THE LABOR MARKET INFORMATION DIVISION STANDARDS FOR ACCURACY. Staff in the Employment Security Commission neither analyzes nor evaluates the accuracy of these reports.

*the STATE of* **DURHAM'S**  
**ECONOMY** 2010

# DURHAM EMPLOYMENT AND WAGES

## TOTAL WAGES OF DURHAM COUNTY INDUSTRIES: 2009 (Q2)

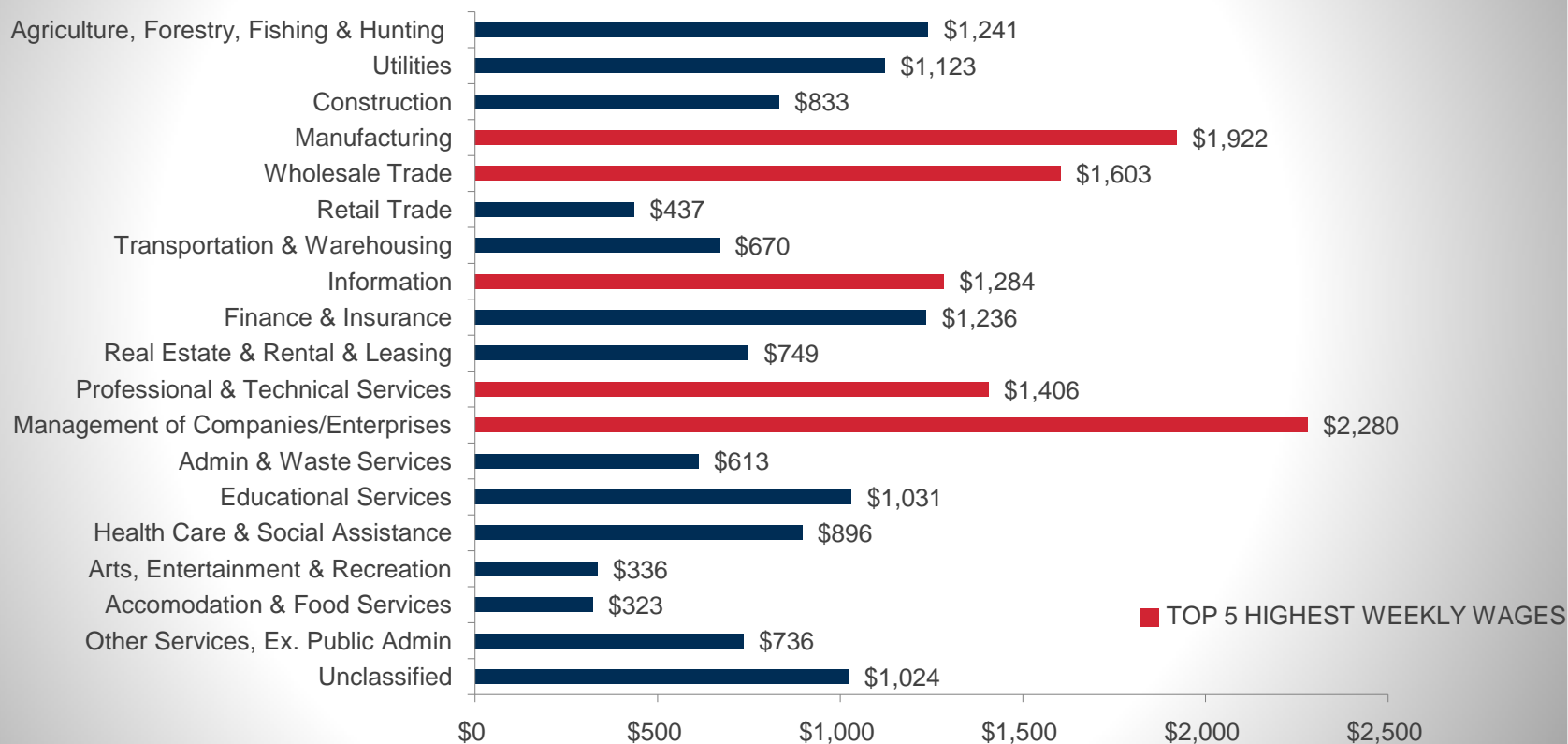
SOURCE: NC EMPLOYMENT SECURITY COMMISSION/OEWD



# DURHAM EMPLOYMENT AND WAGES

## AVERAGE WEEKLY WAGE IN PRIVATE SECTOR INDUSTRIES, 2009

SOURCE: NC EMPLOYMENT SECURITY COMMISSION

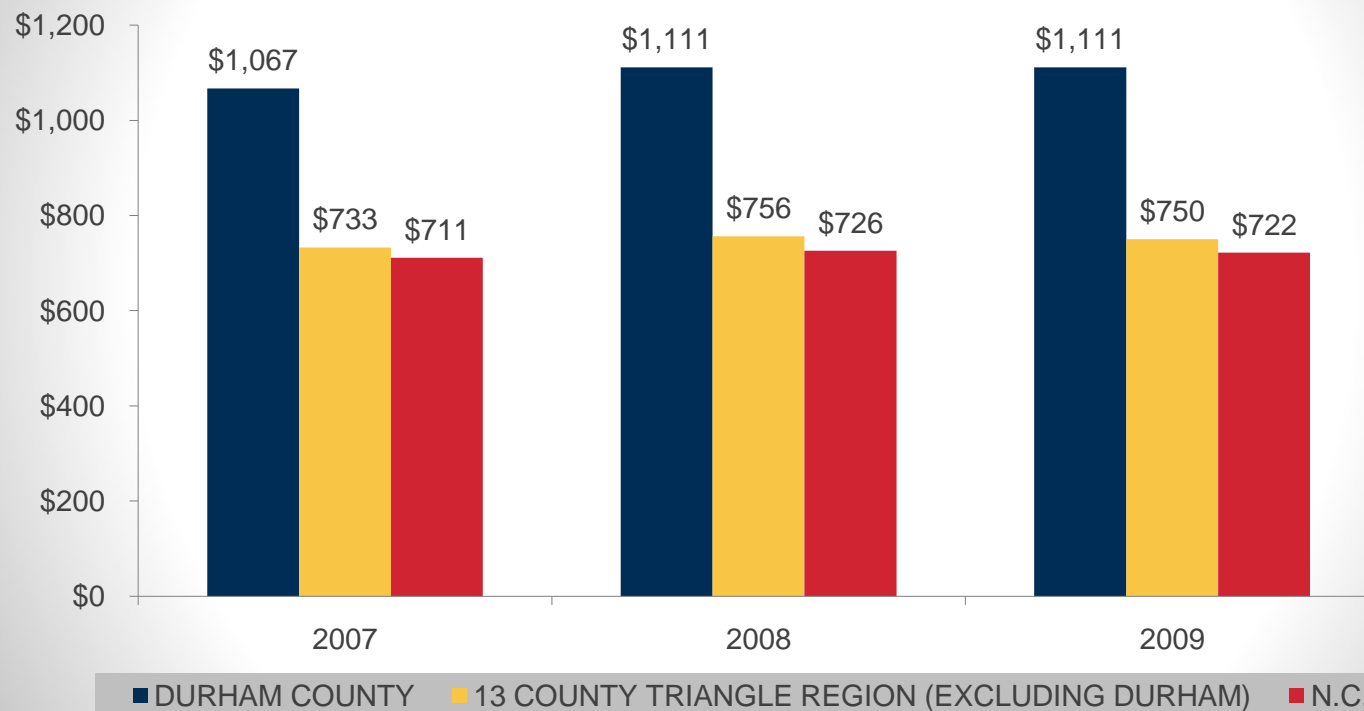




# DURHAM EMPLOYMENT AND WAGES

## AVERAGE WEEKLY WAGE FOR PRIVATE INDUSTRIES, 2007-2009 Q2

SOURCE: NC EMPLOYMENT SECURITY COMMISSION/OEWD

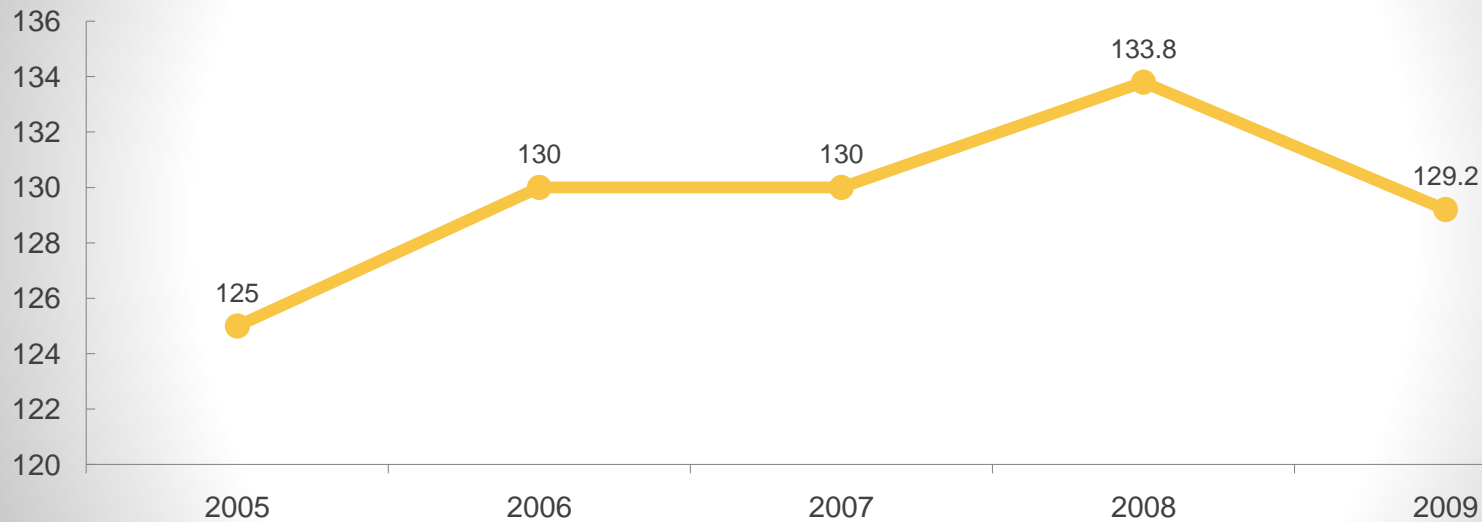


\*13 County's are: Durham, Wake, Lee, Harnett, Orange, Moore, Chatham, Vance, Granville, Warren, Person, Franklin, and Johnston Counties.

# DURHAM EMPLOYMENT AND WAGES

## NUMBER OF DURHAM COUNTY RESIDENTS EMPLOYED 2005-2009 (11/09)

SOURCE: NC EMPLOYMENT SECURITY COMMISSION/OEWD

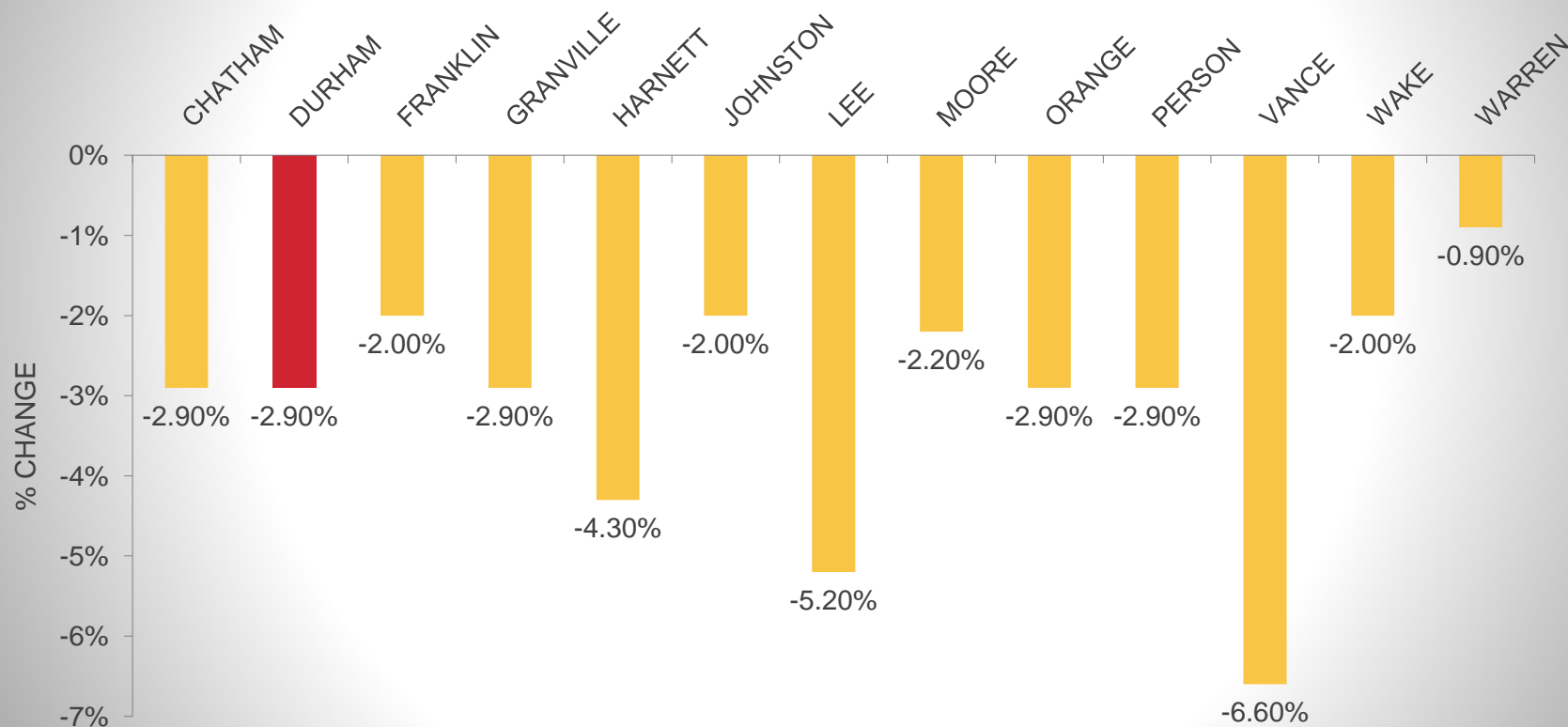


PERSONS EMPLOYED (IN..)

# DURHAM EMPLOYMENT AND WAGES

## % CHANGE IN EMPLOYMENT DURHAM VS. 13 COUNTY RESEARCH TRIANGLE REGION, DEC 2008-DEC 2009

SOURCE: NC EMPLOYMENT SECURITY COMMISSION/RESEARCH TRIANGLE REGIONAL PARTNERSHIP/OEWD

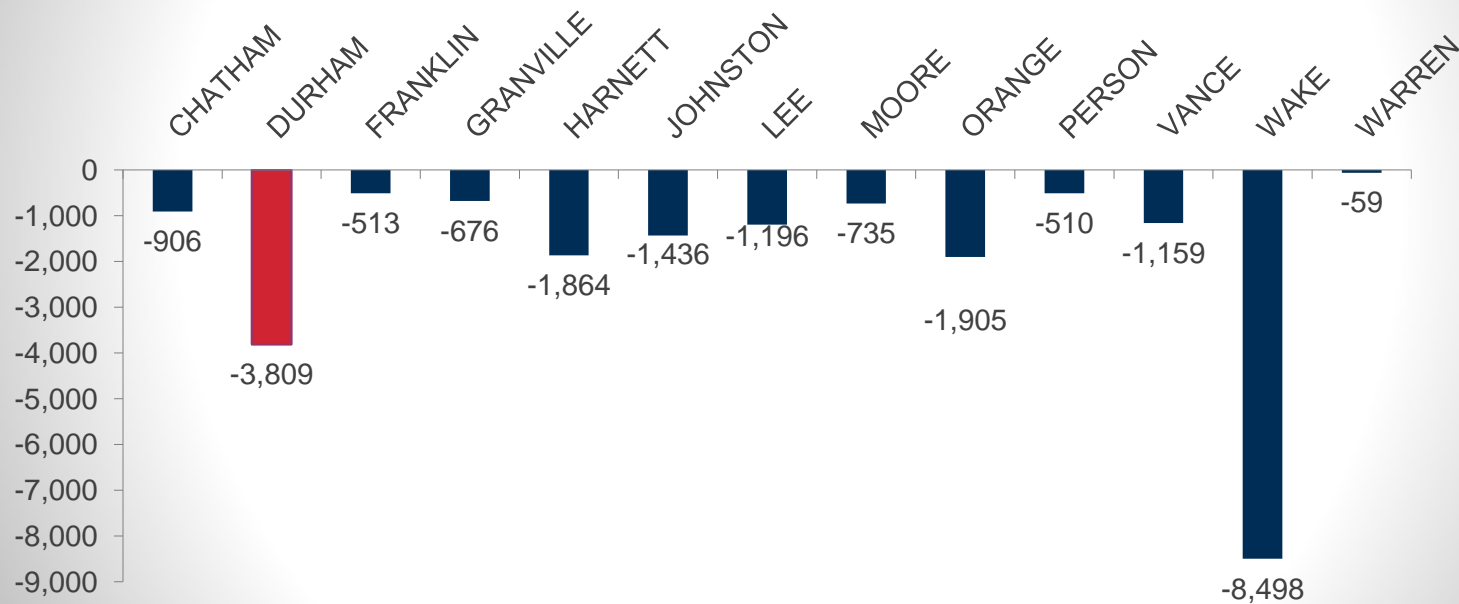


\*13 County's are: Durham, Wake, Lee, Harnett, Orange, Moore, Chatham, Vance, Granville, Warren, Person, Franklin, and Johnston Counties.

# DURHAM EMPLOYMENT AND WAGES

## TOTAL NET EMPLOYEE DECLINE BY COUNTY: DEC 2008 - DEC 2009

SOURCE: NC EMPLOYMENT SECURITY COMMISSION/RTRP

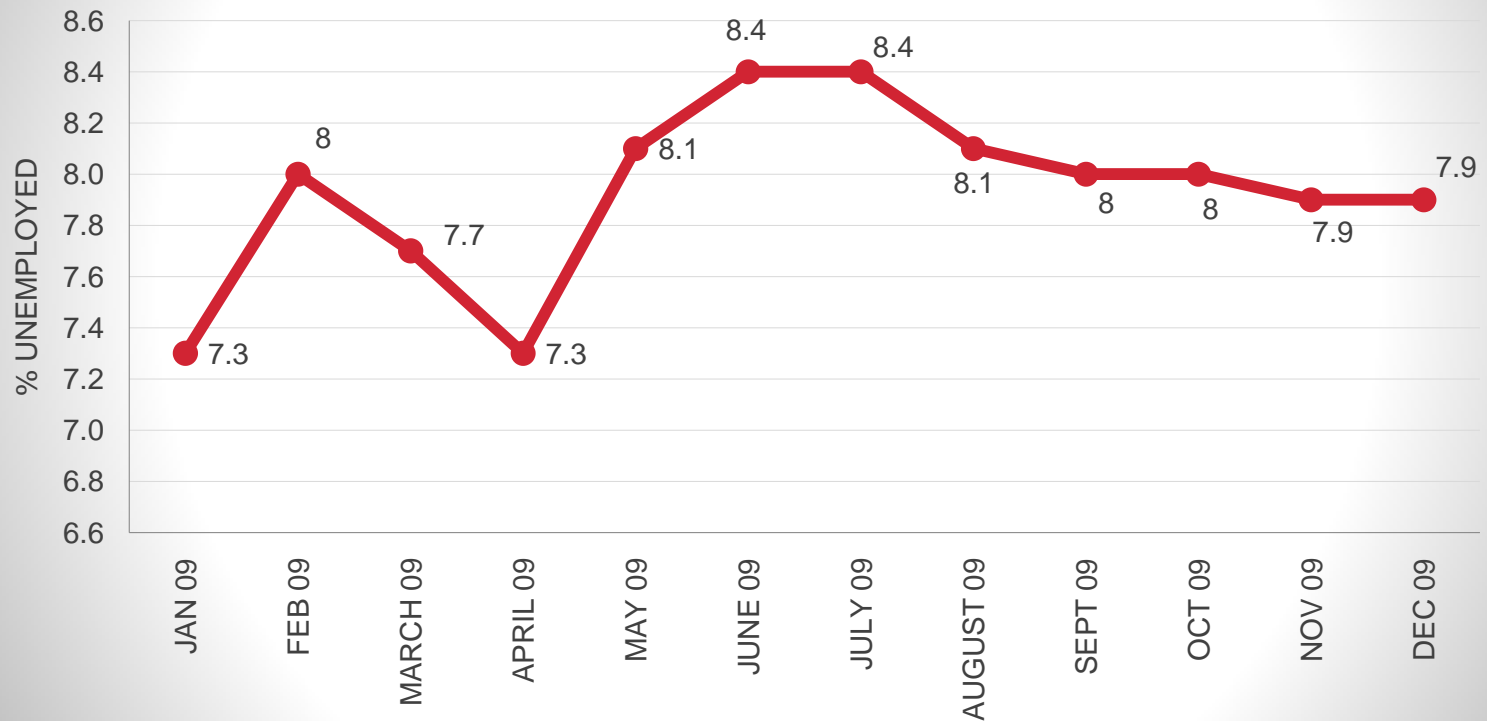


\*13 County's are: Durham, Wake, Lee, Harnett, Orange, Moore, Chatham, Vance, Granville, Warren, Person, Franklin, and Johnston Counties.

# DURHAM EMPLOYMENT AND WAGES

## MONTHLY UNEMPLOYMENT RATE IN DURHAM COUNTY: 2009

SOURCE: NC EMPLOYMENT SECURITY COMMISSION/OEWD

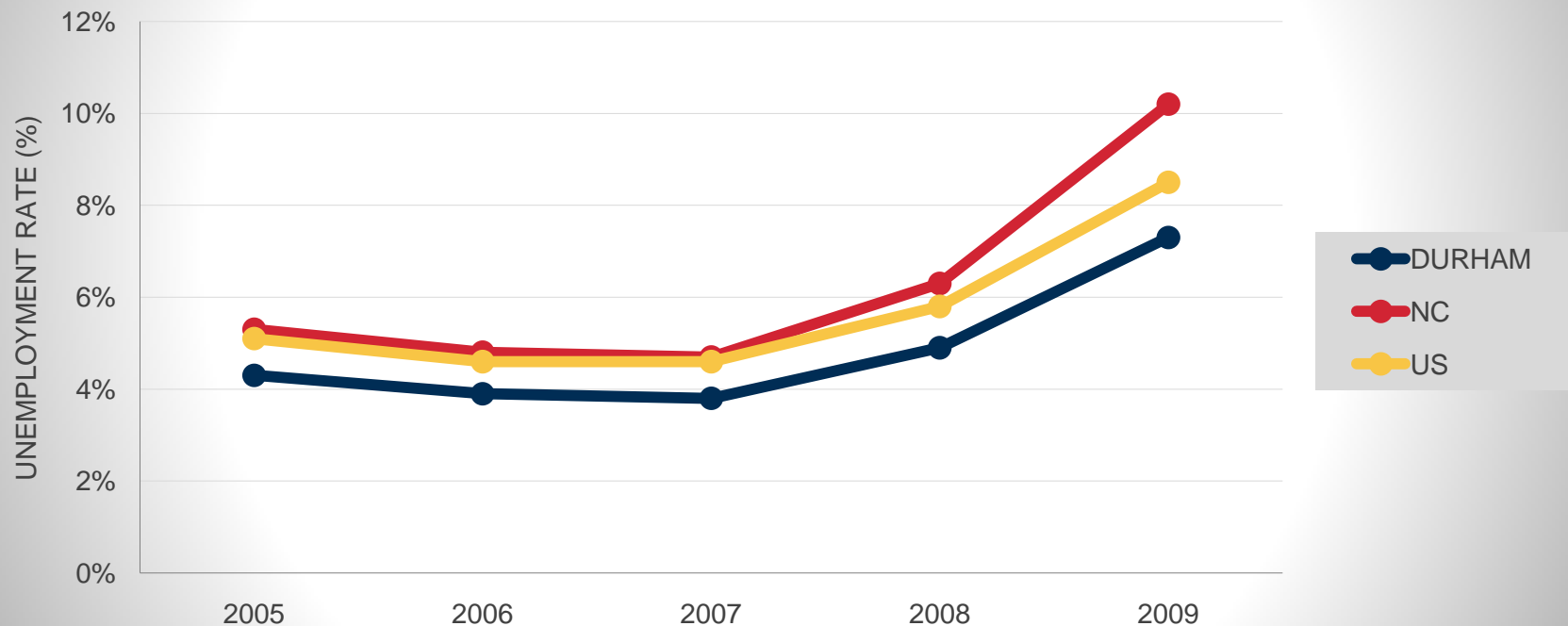




# DURHAM EMPLOYMENT AND WAGES

## UNEMPLOYMENT RATES: ANNUAL AVERAGES 2005-2009 (11/09)

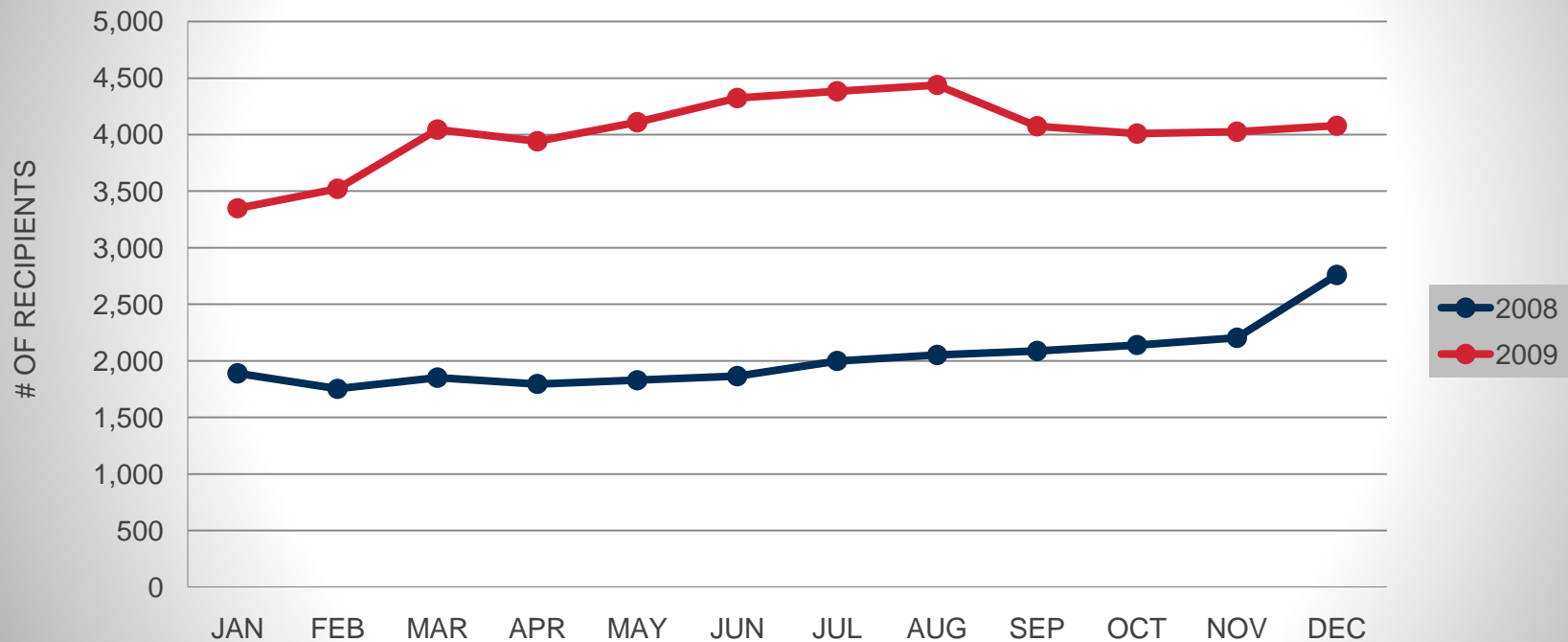
SOURCE: NC EMPLOYMENT SECURITY COMMISSION/OEWD



# DURHAM EMPLOYMENT AND WAGES

## UNEMPLOYMENT INSURANCE CHECK RECIPIENTS: DURHAM COUNTY 2008-2009

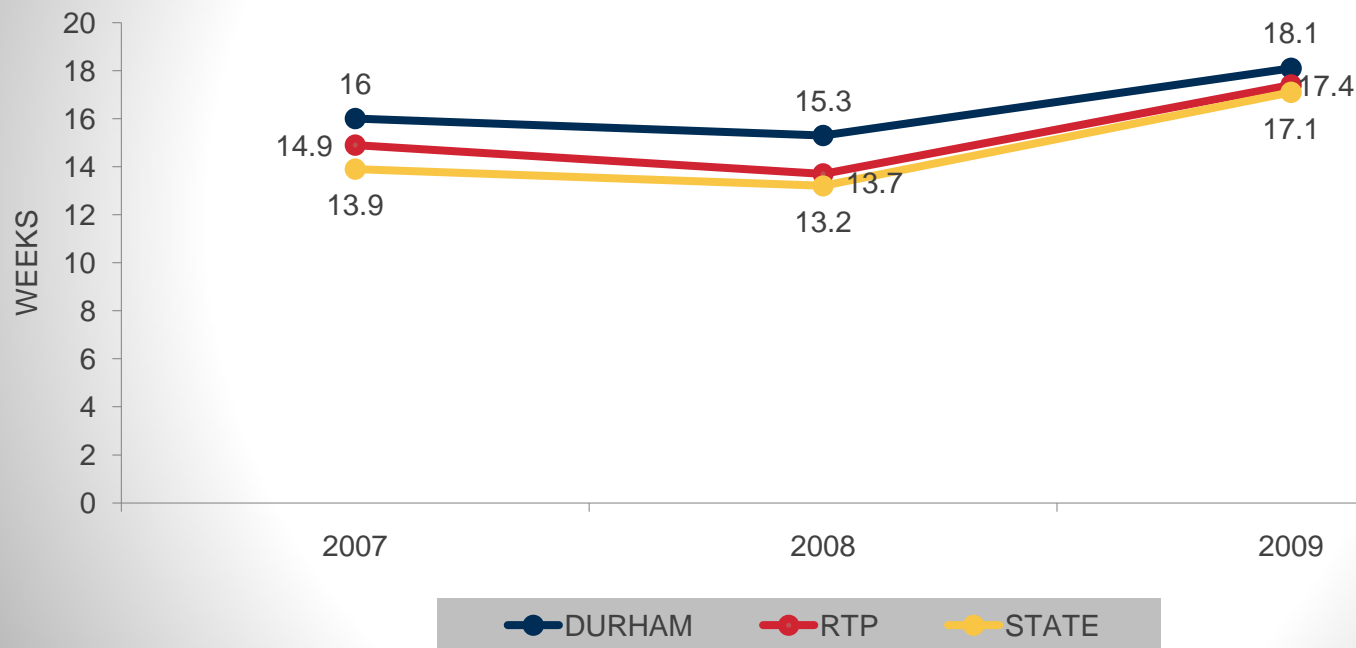
SOURCE: NC EMPLOYMENT SECURITY COMMISSION/OEWD



# DURHAM EMPLOYMENT AND WAGES

## UI CLAIMS AVG. DURATION IN WEEKS: DURHAM VS. 13 COUNTY RESEARCH TRIANGLE REGION (EXCLUDING DURHAM) VS STATE, 2007-2009

SOURCE: NC EMPLOYMENT SECURITY COMMISSION/OEWD

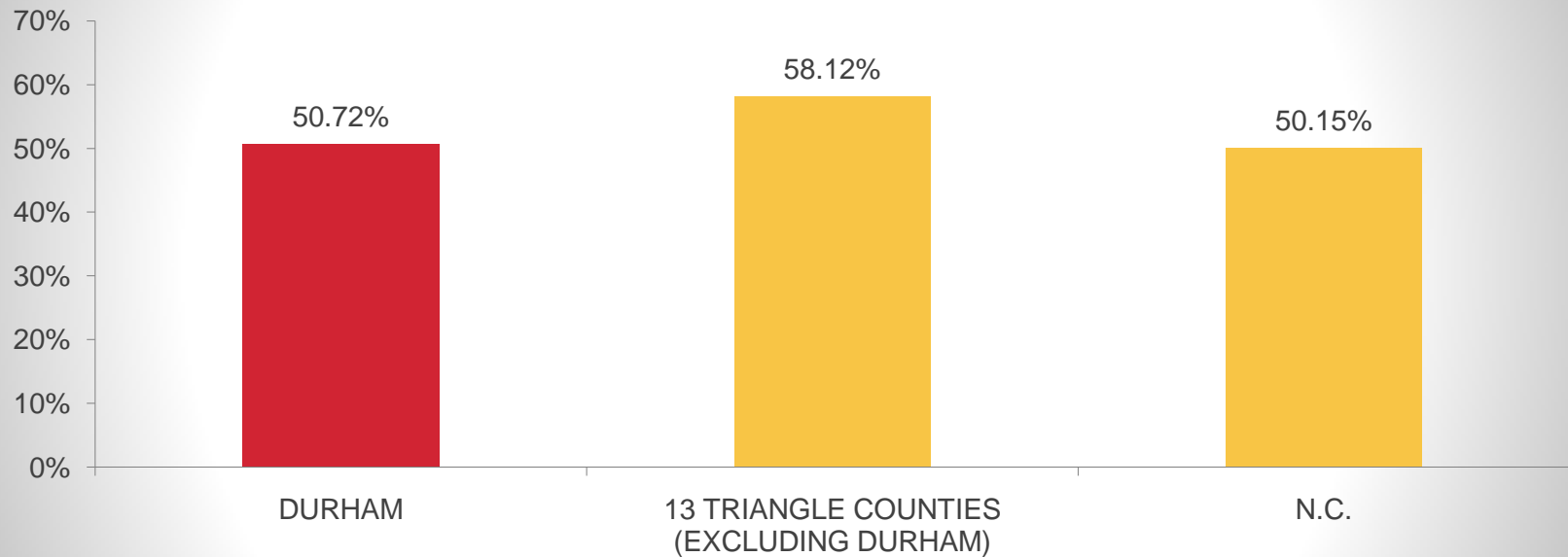


\*13 County's are: Durham, Wake, Lee, Harnett, Orange, Moore, Chatham, Vance, Granville, Warren, Person, Franklin, and Johnston Counties.

# DURHAM EMPLOYMENT AND WAGES

## % CHANGE IN INITIAL UNEMPLOYMENT INSURANCE CLAIMS, 2007-2009

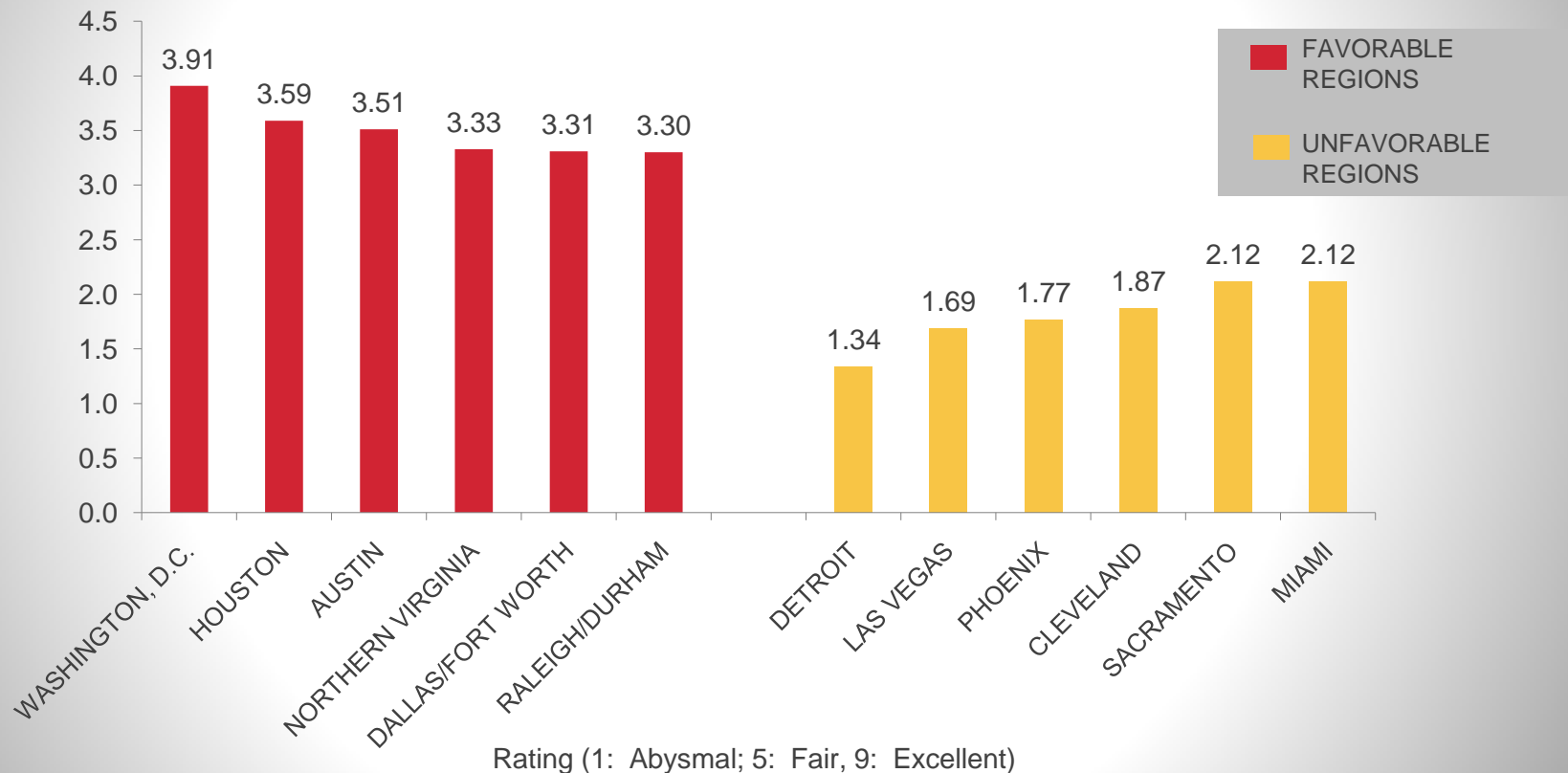
SOURCE: NC EMPLOYMENT SECURITY COMMISSION/OEWD



# DURHAM BUSINESS DEVELOPMENT

## TOP 6 MOST FAVORABLE & UNFAVORABLE REGIONS FOR COMMERCIAL/MULTIFAMILY DEVELOPMENT

SOURCE: EMERGING TRENDS IN REAL ESTATE 2010 (URBAN LAND INSTITUTE)/OEWD

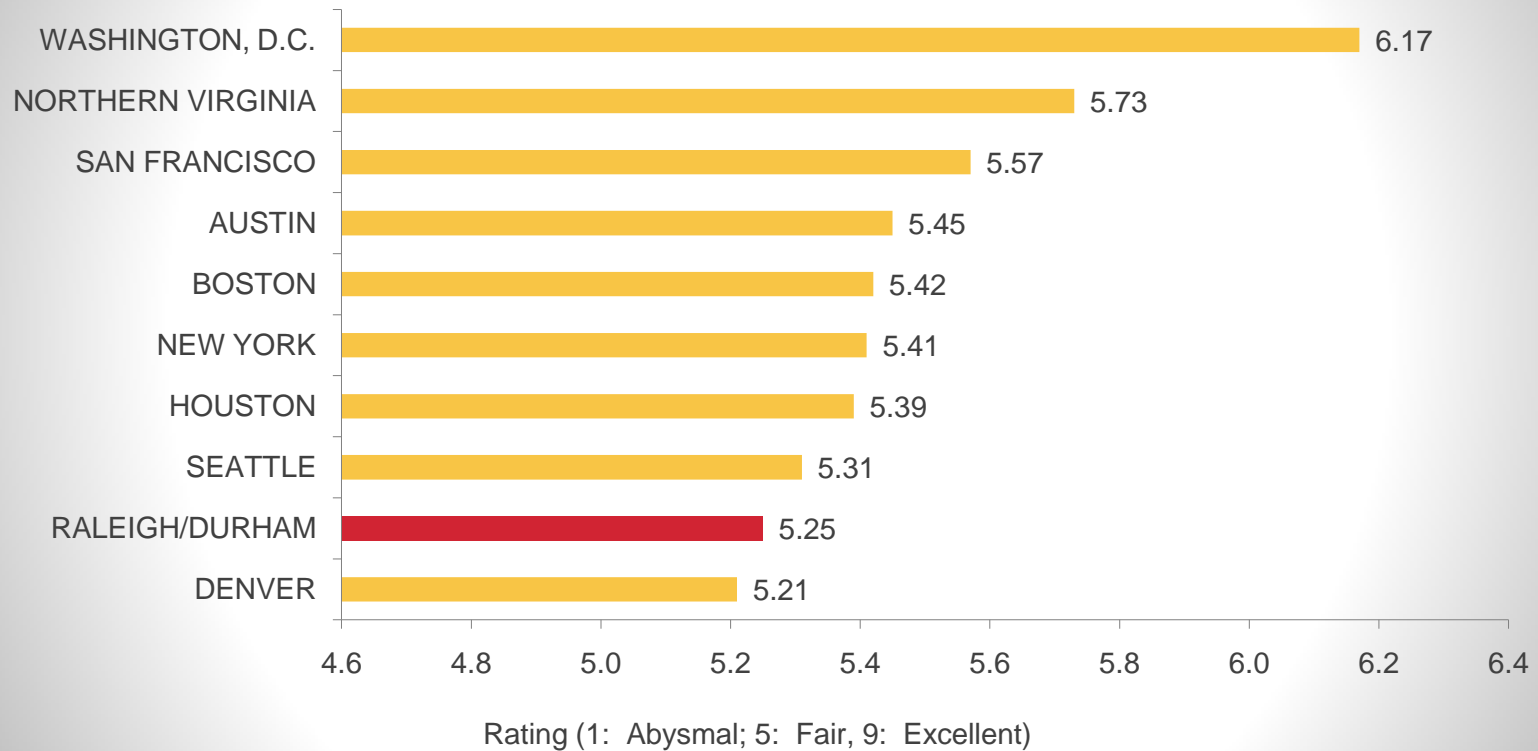




# DURHAM BUSINESS DEVELOPMENT

## TOP 10 REGIONS FOR COMMERCIAL/MULTIFAMILY INVESTMENT

SOURCE: EMERGING TRENDS IN REAL ESTATE 2010 (URBAN LAND INSTITUTE)/OEWD



# DURHAM BUSINESS DEVELOPMENT

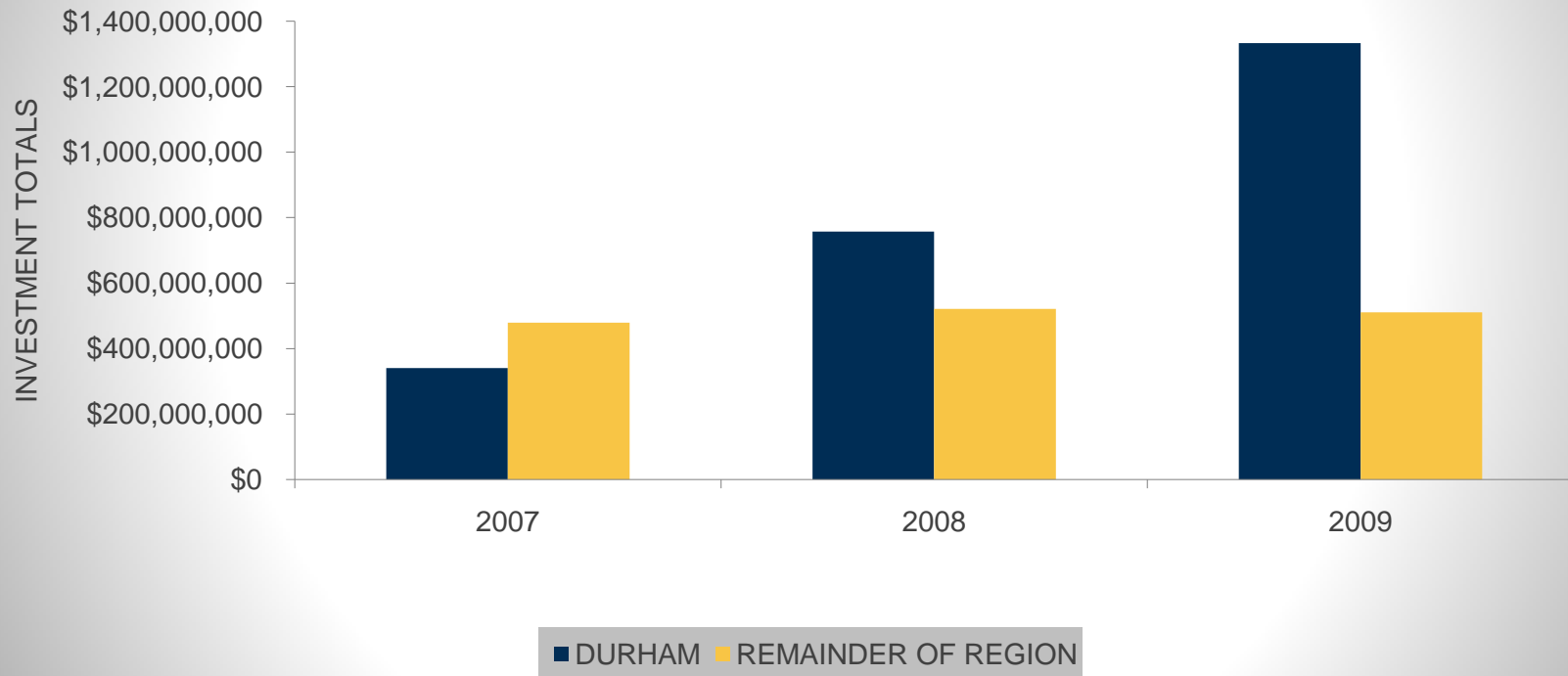
## DURHAM COUNTY ANNOUNCED JOBS & INVESTMENTS: 2009

SOURCE: GREATER DURHAM CHAMBER OF COMMERCE

COMPANY	INVESTMENT	JOBS
Duke University Medical Center	700,000,000	500
Duke Hospital	300,000,000	500
EMC Corporation	280,000,000	290
Lowes Home Improvement	11,700,000	175
NC Biotech Center	10,400,000	
James Scott Farrin	8,870,000	30
Duke University	7,500,000	
Freudenberg IT	5,170,000	70
Shipman Technologies	2,000,000	50
Vivisource	2,000,000	20
Cotton Room	1,650,000	
Cree	1,000,000	575
Mindworks	939,600	4
Biocryst Pharmaceuticals	389,100	60
Gilero Biomedical	375,000	48
McKinney	280,000	70
Burt's Bees	250,000	50
Sipcam Agro USA	235,000	15
Federal Network Connections	100,000	15
<b>TOTAL</b>	<b>\$1,332,858,700</b>	<b>2,472</b>

# DURHAM BUSINESS DEVELOPMENT

**TOTAL ANNOUNCED INVESTMENTS:  
DURHAM VS. 13 COUNTY\* RT REGION (EXCLUDING DURHAM), 2007-2009**  
SOURCE: RESEARCH TRIANGLE REGIONAL PARTNERSHIP/GREATER DURHAM CHAMBER OF COMMERCE

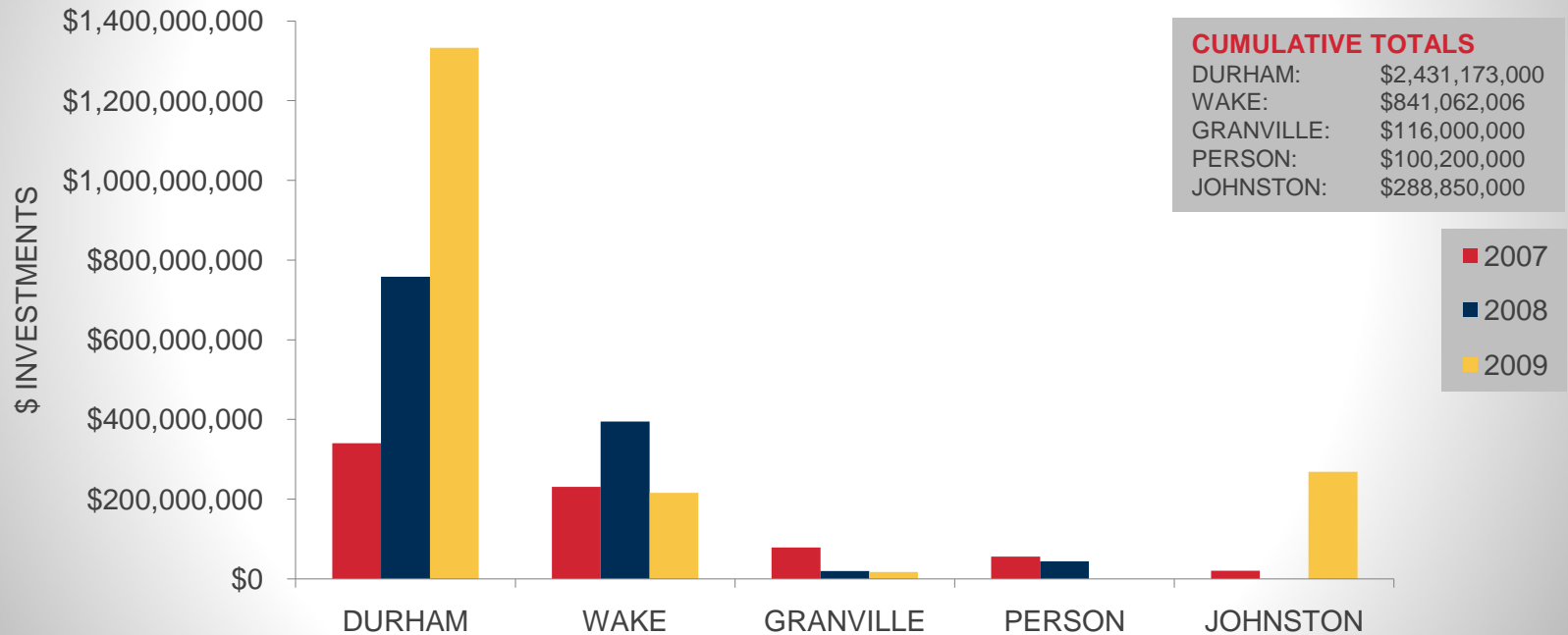


\*13 County's are: Durham, Wake, Lee, Harnett, Orange, Moore, Chatham, Vance, Granville, Warren, Person, Franklin, and Johnston Counties.

# DURHAM BUSINESS DEVELOPMENT

## TOP FIVE RESEARCH TRIANGLE COUNTIES FOR ANNOUNCED INVESTMENTS, 2007-2009 (CUMULATIVE)

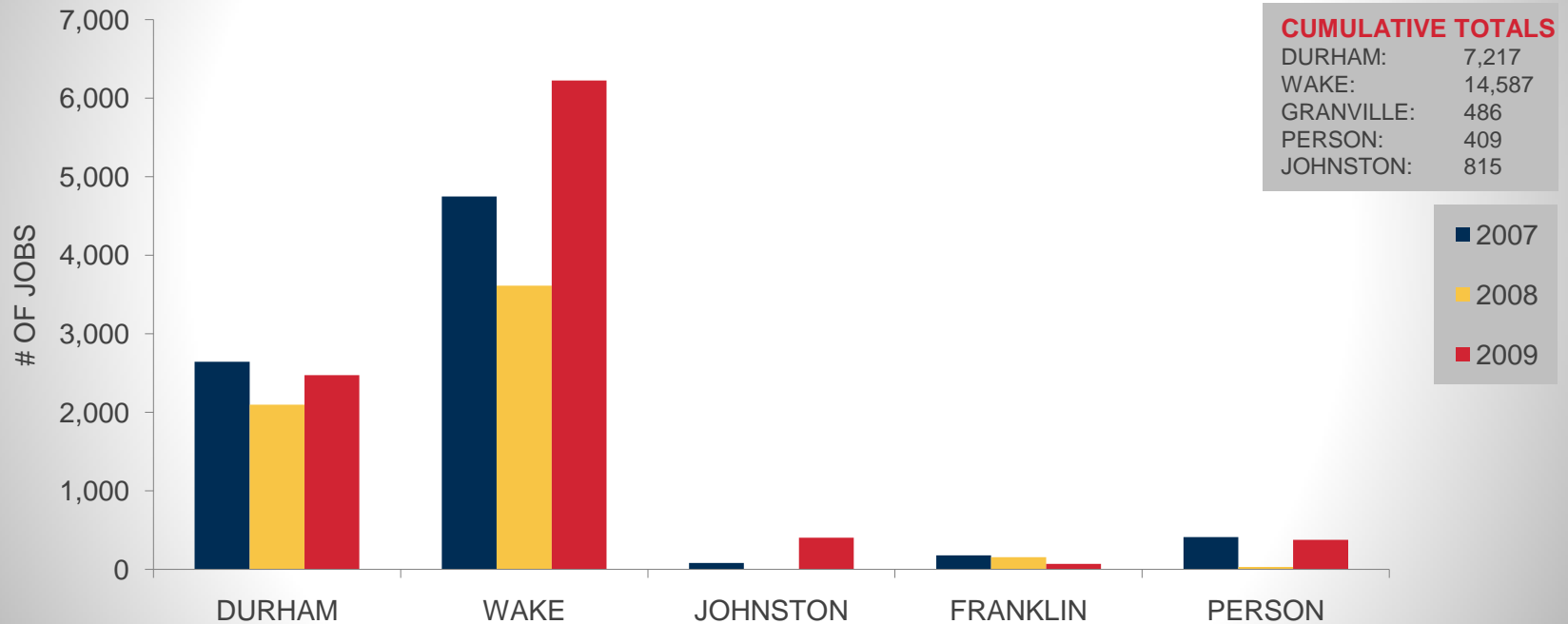
SOURCE: RESEARCH TRIANGLE REGIONAL PARTNERSHIP/ GREATER DURHAM CHAMBER OF COMMERCE



# DURHAM BUSINESS DEVELOPMENT

## TOP FIVE RESEARCH TRIANGLE COUNTIES FOR ANNOUNCED JOBS, 2007-2009 (CUMULATIVE)

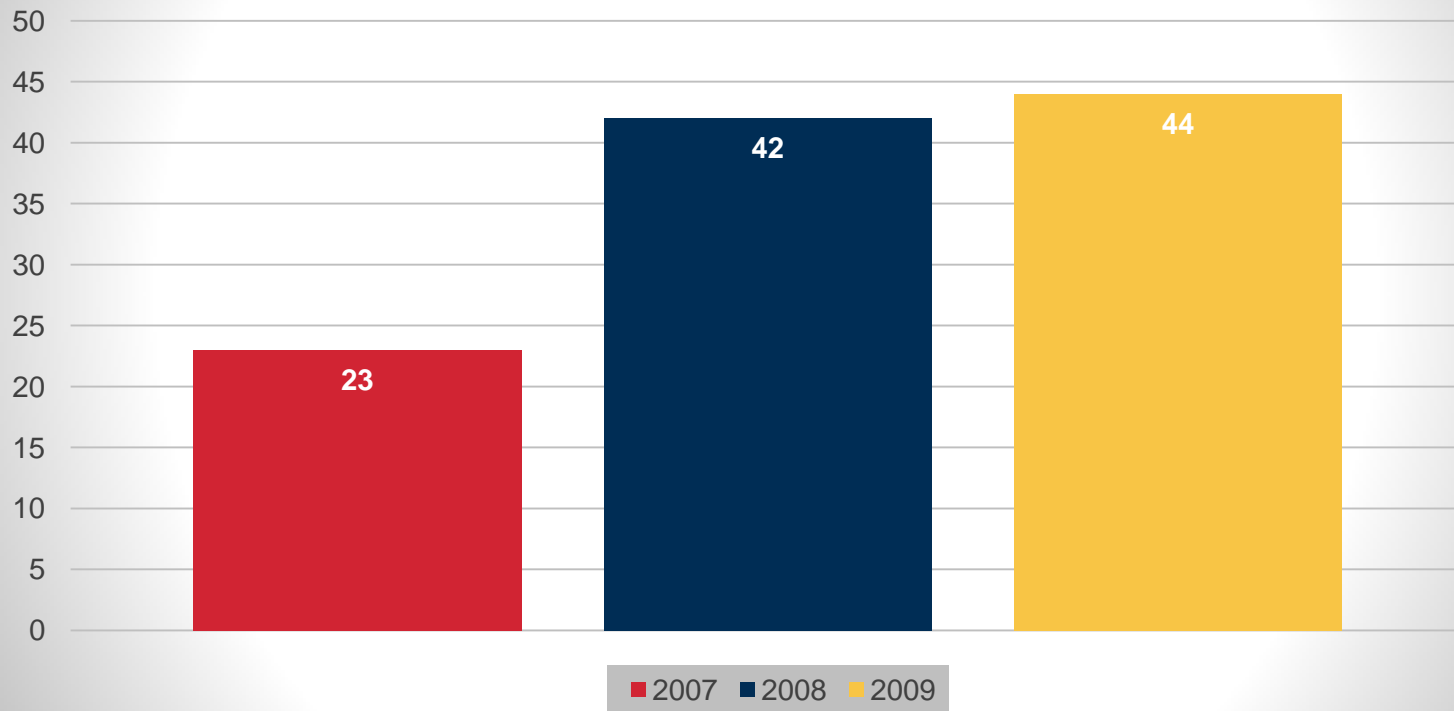
SOURCE: RESEARCH TRIANGLE REGIONAL PARTNERSHIP/ GREATER DURHAM CHAMBER OF COMMERCE



# DURHAM BUSINESS DEVELOPMENT

## ANNOUNCED BUSINESS CLOSINGS IN DURHAM COUNTY, 2007-2009

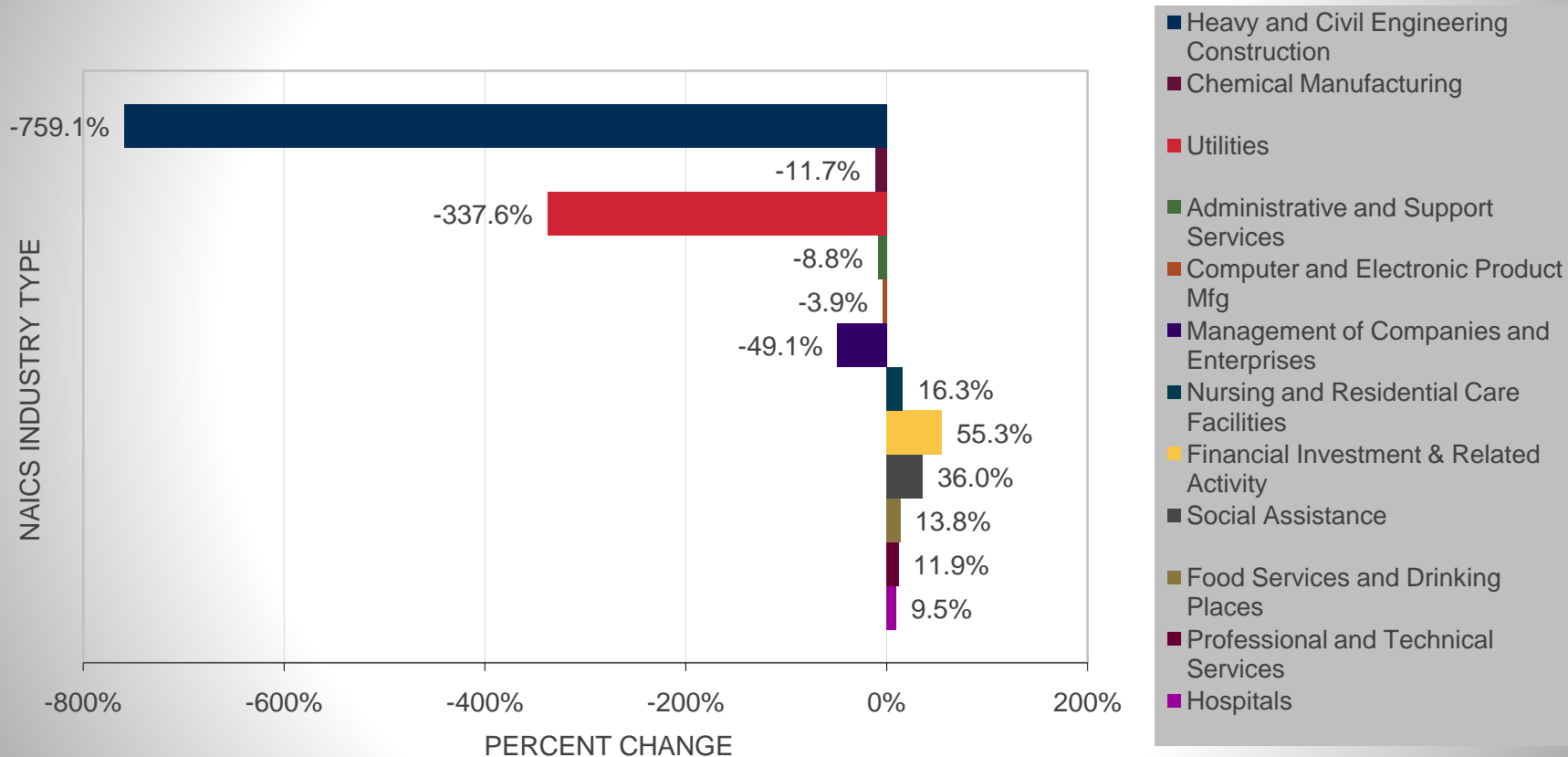
SOURCE: NC EMPLOYMENT SECURITY COMMISSION/ GREATER DURHAM CHAMBER OF COMMERCE



# DURHAM BUSINESS DEVELOPMENT

## CHANGE IN NUMBER OF EMPLOYEES IN INDUSTRY SECTORS EXPERIENCING SIGNIFICANT CHANGE IN EMPLOYMENT (500+ EMPLOYEE GAIN OR LOSS), 2<sup>ND</sup> QUARTER 2006-2<sup>ND</sup> QUARTER 2009

SOURCE: NC EMPLOYMENT SECURITY COMMISSION/OEWD





# TAX BASE

## TOP 10 TAXPAYERS IN DURHAM COUNTY (2009)

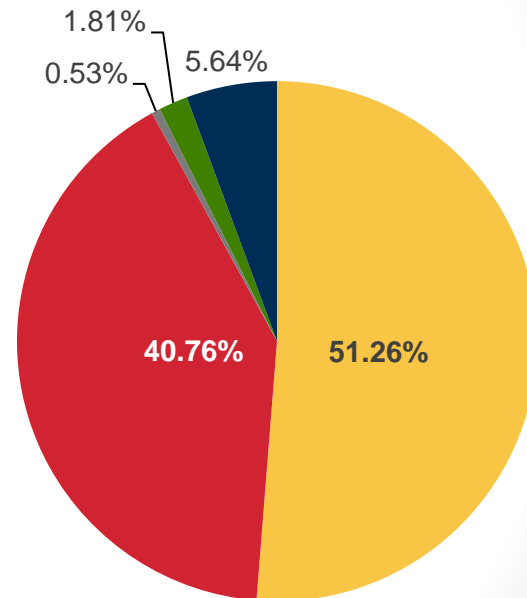


# TAX BASE

## DURHAM COUNTY TAX BASE: TAX YEAR 2009

SOURCE: CITY/COUNTY TAX OFFICE

- RESIDENTIAL-REAL AND PERSONAL PROPERTY
- COMMERCIAL/INDUSTRIAL-REAL AND PERSONAL PROPERTY
- OTHER FARM, HISTORICAL
- PUBLIC SERVICE
- REGISTERED VEHICLES

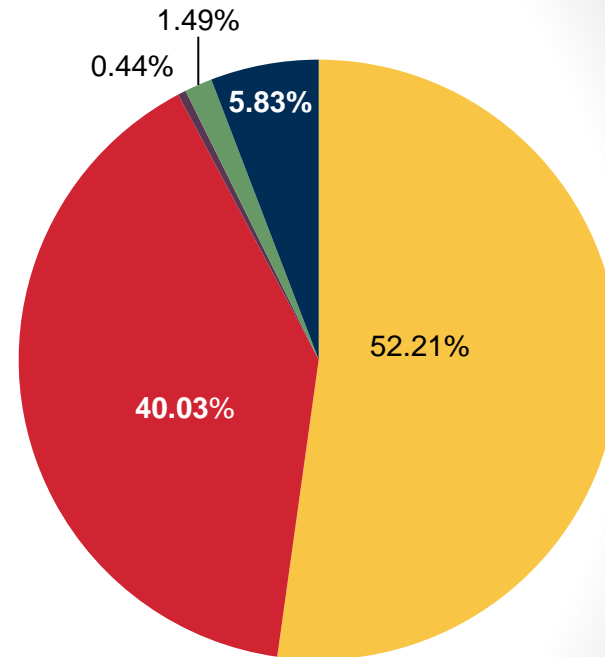


# TAX BASE

## CITY OF DURHAM TAX BASE: TAX YEAR 2009

SOURCE: CITY/COUNTY TAX OFFICE

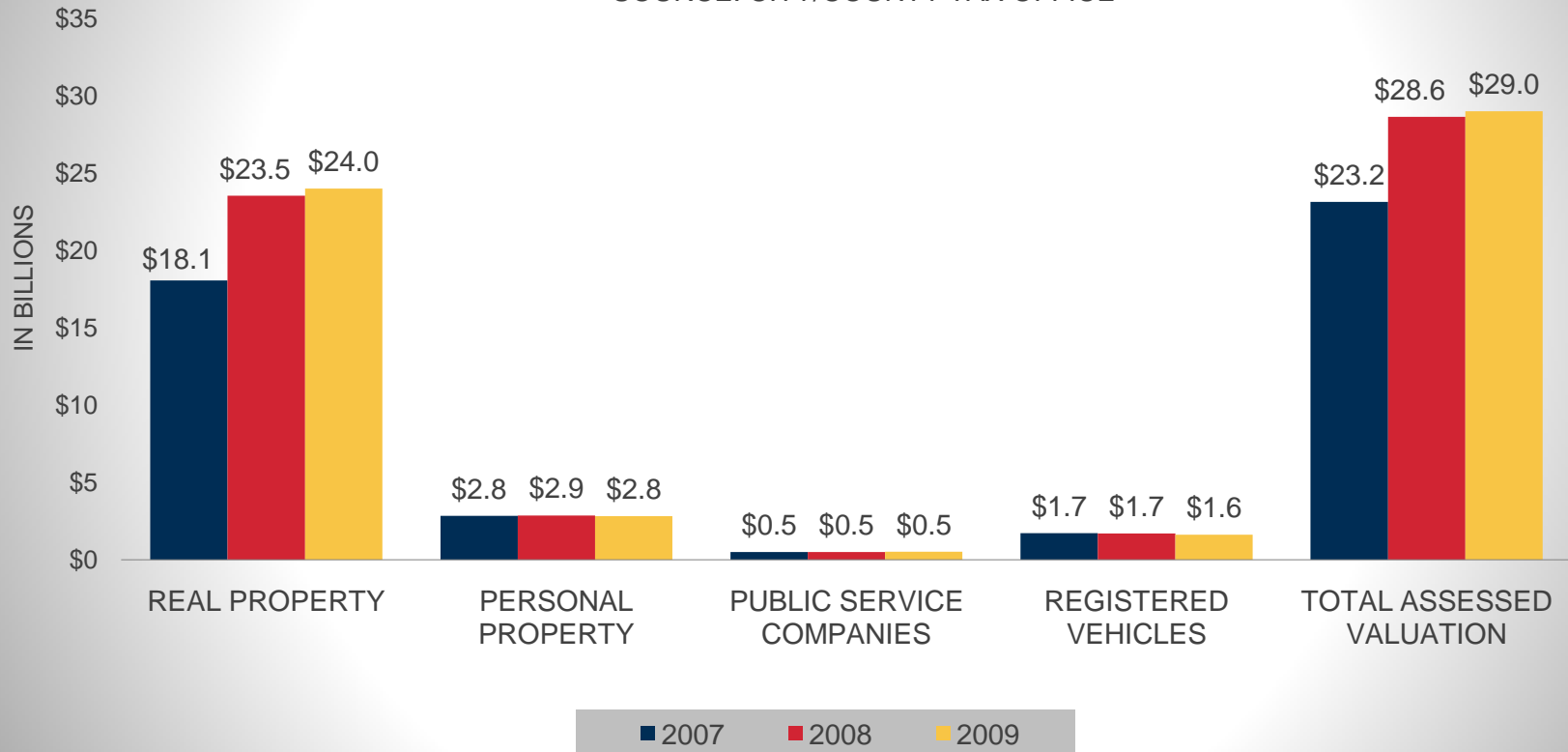
- RESIDENTIAL-REAL AND PERSONAL PROPERTY
- COMMERCIAL/INDUSTRIAL-REAL AND PERSONAL PROPERTY
- OTHER FARM, HISTORICAL
- PUBLIC SERVICE
- REGISTERED VEHICLES



# TAX BASE

## ASSESSED VALUATION RISE IN DURHAM CITY/COUNTY, TAX YEARS 2007-2009

SOURCE: CITY/COUNTY TAX OFFICE

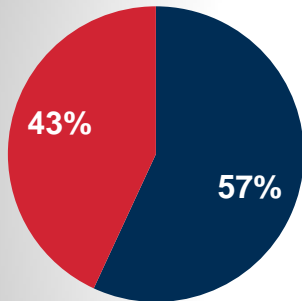


# TAX BASE

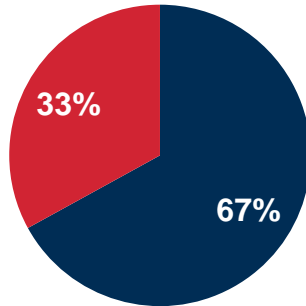
## COMMERCIAL VS. RESIDENTIAL TAX BASE, TAX YEAR 2009

SOURCE: CITY/COUNTY TAX OFFICE

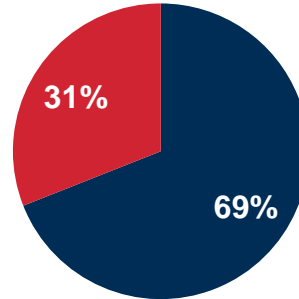
DURHAM



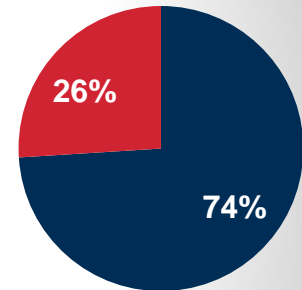
GUILFORD



MECKLENBURG



WAKE

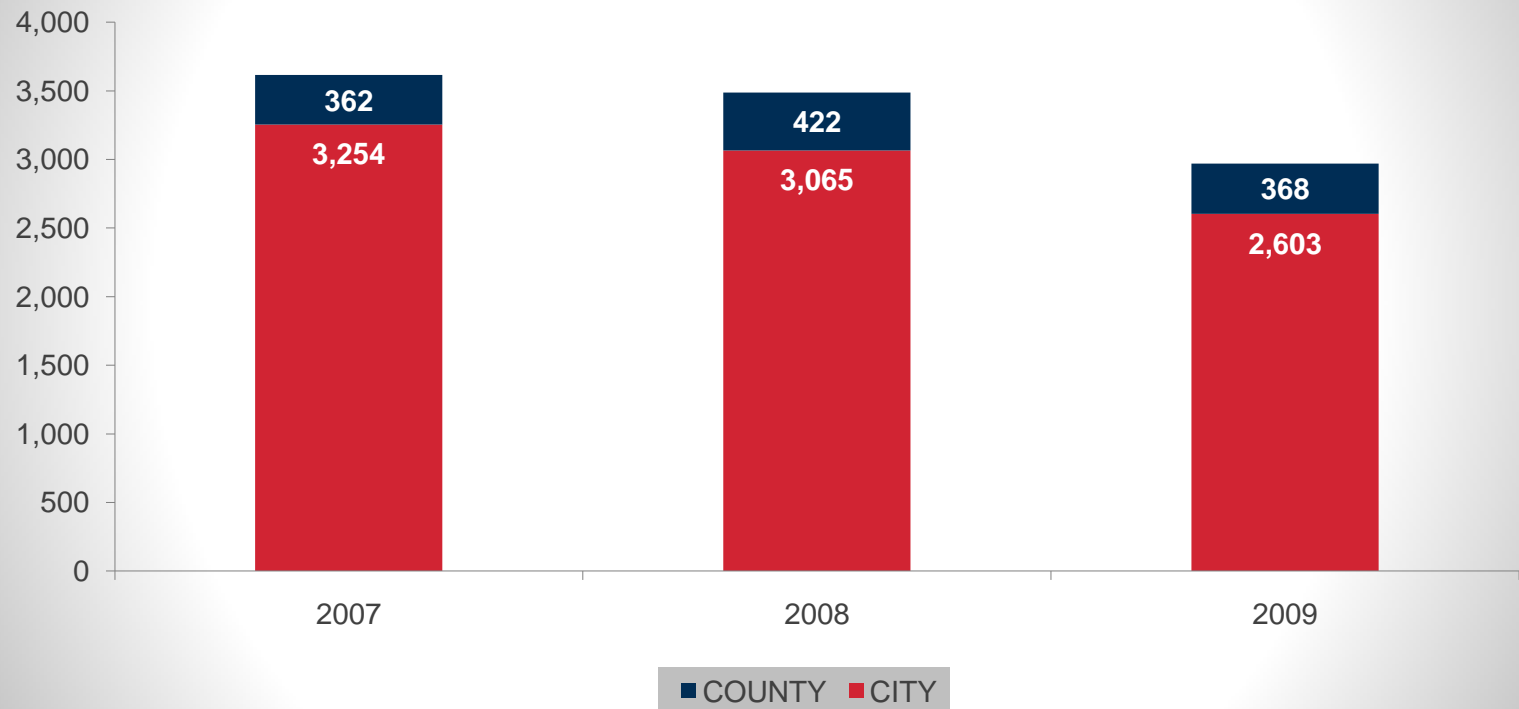


■ COMMERCIAL ■ RESIDENTIAL

# DURHAM CONSTRUCTION ACTIVITY

## TOTAL NUMBER OF PERMITS - DURHAM CITY & COUNTY

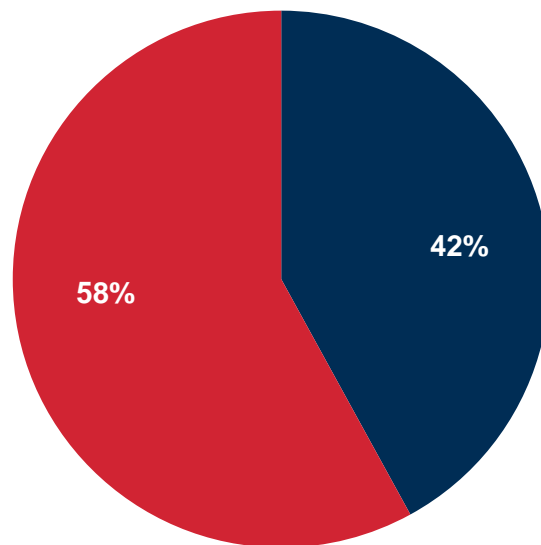
SOURCE: DURHAM CITY-COUNTY INSPECTIONS DEPT., DURHAM COUNTY



# DURHAM CONSTRUCTION ACTIVITY

## DURHAM CITY-COUNTY TYPE OF NEW CONSTRUCTION BY PERMIT VALUE IN 2009 (BY %)

SOURCE: DURHAM CITY-COUNTY INSPECTIONS DEPT., DURHAM COUNTY

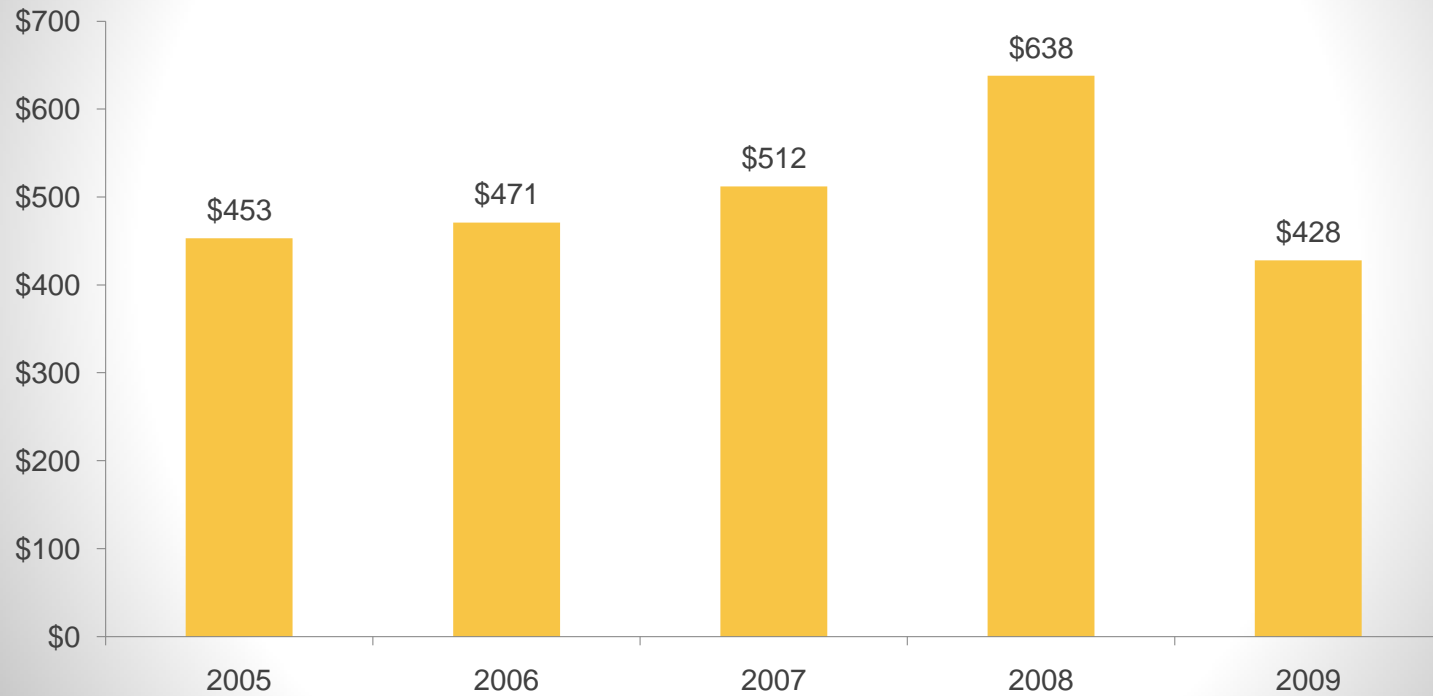


■ COMMERCIAL ■ RESIDENTIAL



# DURHAM CONSTRUCTION ACTIVITY

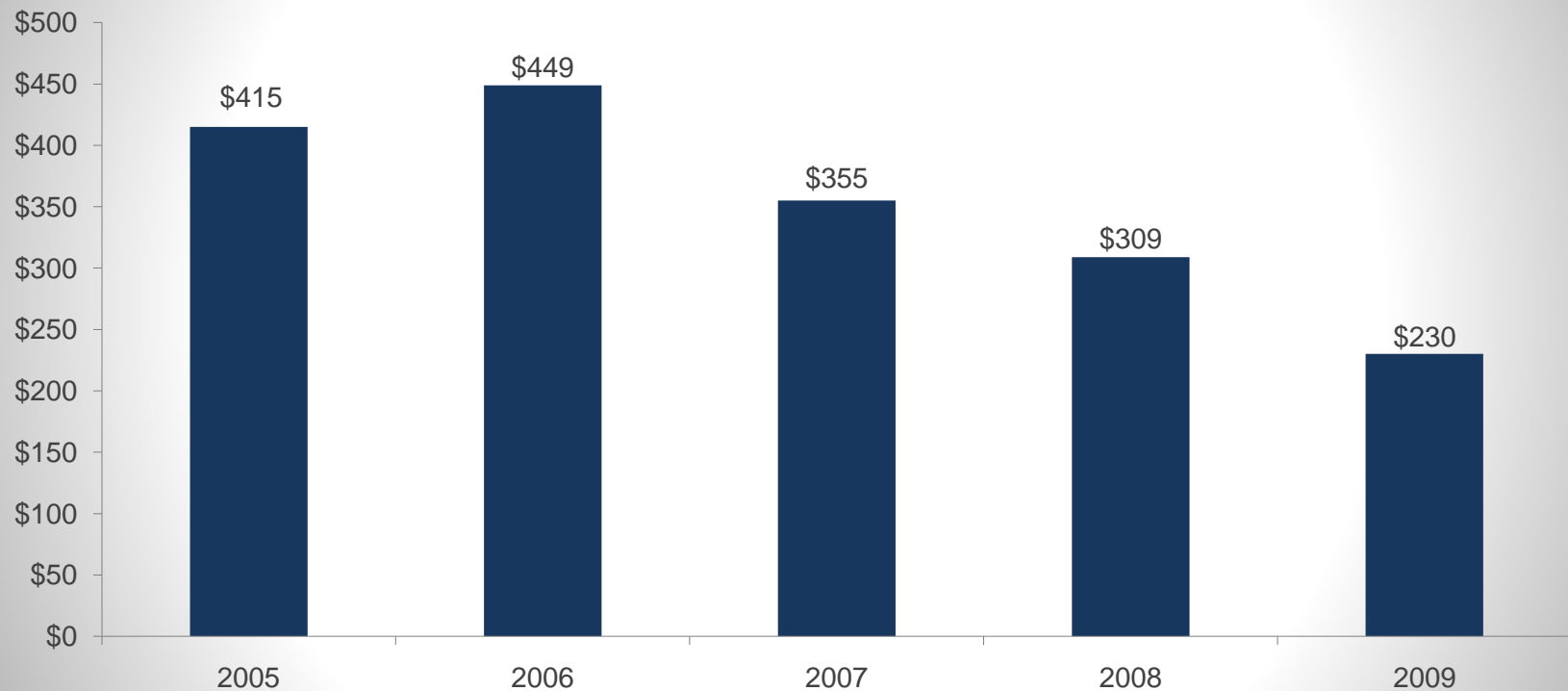
**NON-RESIDENTIAL PERMIT VALUES  
(COMBINED DURHAM CITY & COUNTY, IN MILLIONS)**  
SOURCE: DURHAM CITY-COUNTY INSPECTIONS DEPT., DURHAM COUNTY



# DURHAM CONSTRUCTION ACTIVITY

## RESIDENTIAL PERMIT VALUES: DURHAM CITY & COUNTY (IN MILLIONS)

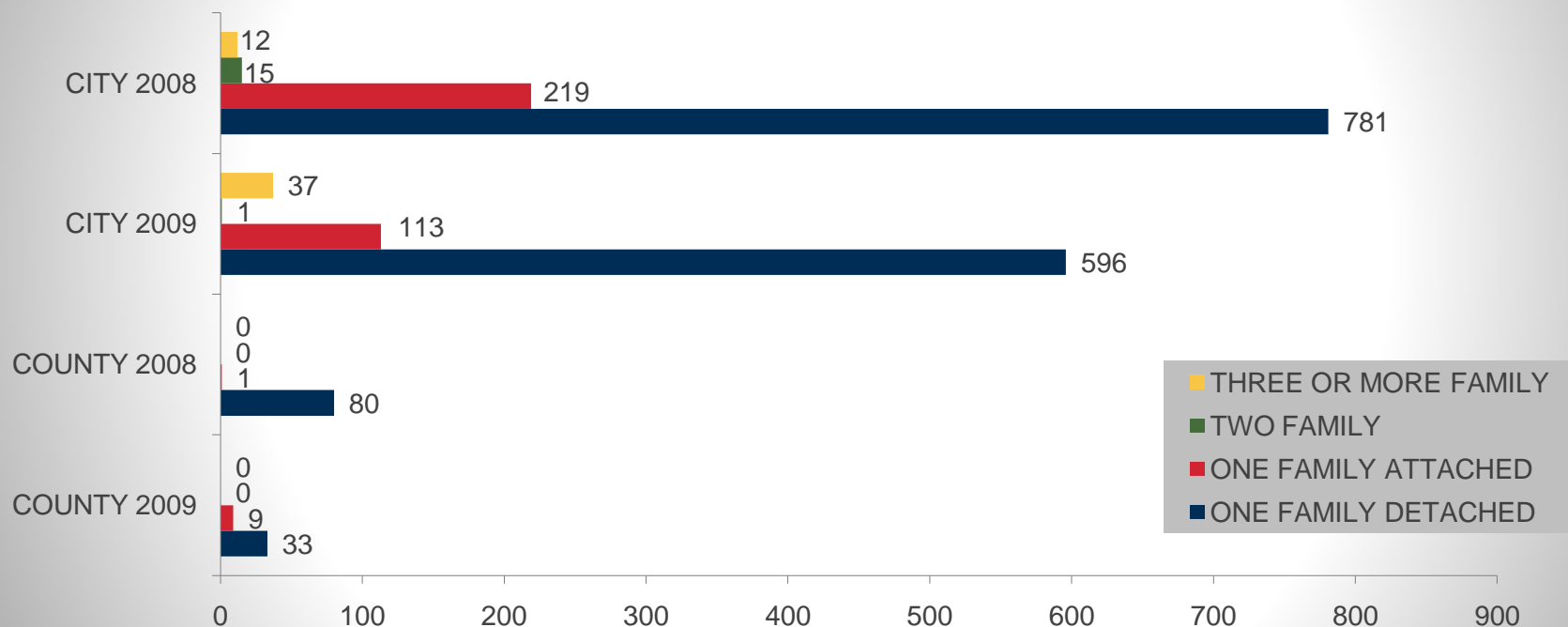
SOURCE: DURHAM CITY-COUNTY INSPECTIONS DEPT., DURHAM COUNTY



# DURHAM CONSTRUCTION ACTIVITY

## TYPES OF RESIDENTIAL PERMITS ISSUED BY CITY AND COUNTY: 2008 VS. 2009

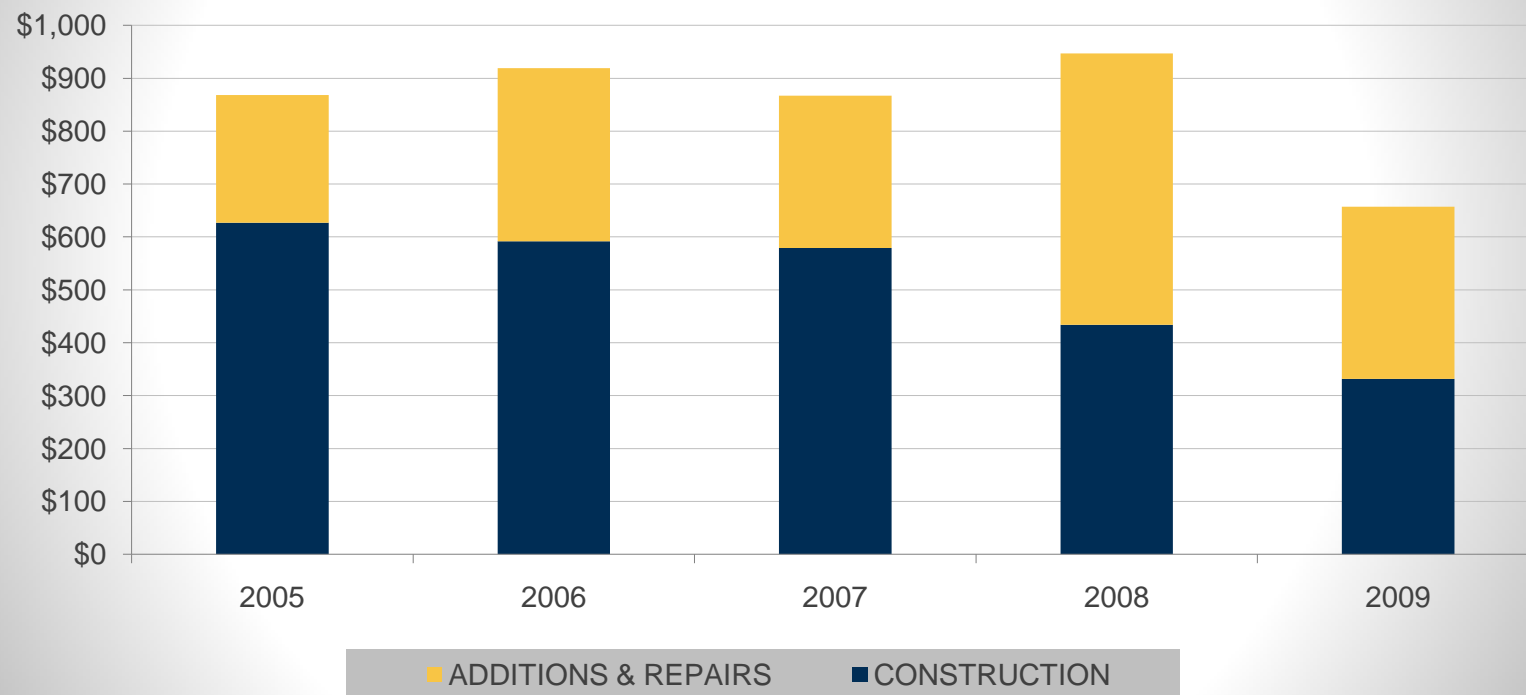
SOURCE: DURHAM CITY-COUNTY INSPECTIONS DEPT., DURHAM COUNTY



# DURHAM CONSTRUCTION ACTIVITY

## TOTAL CONSTRUCTION PERMIT VALUE (IN MILLIONS): DURHAM CITY & COUNTY

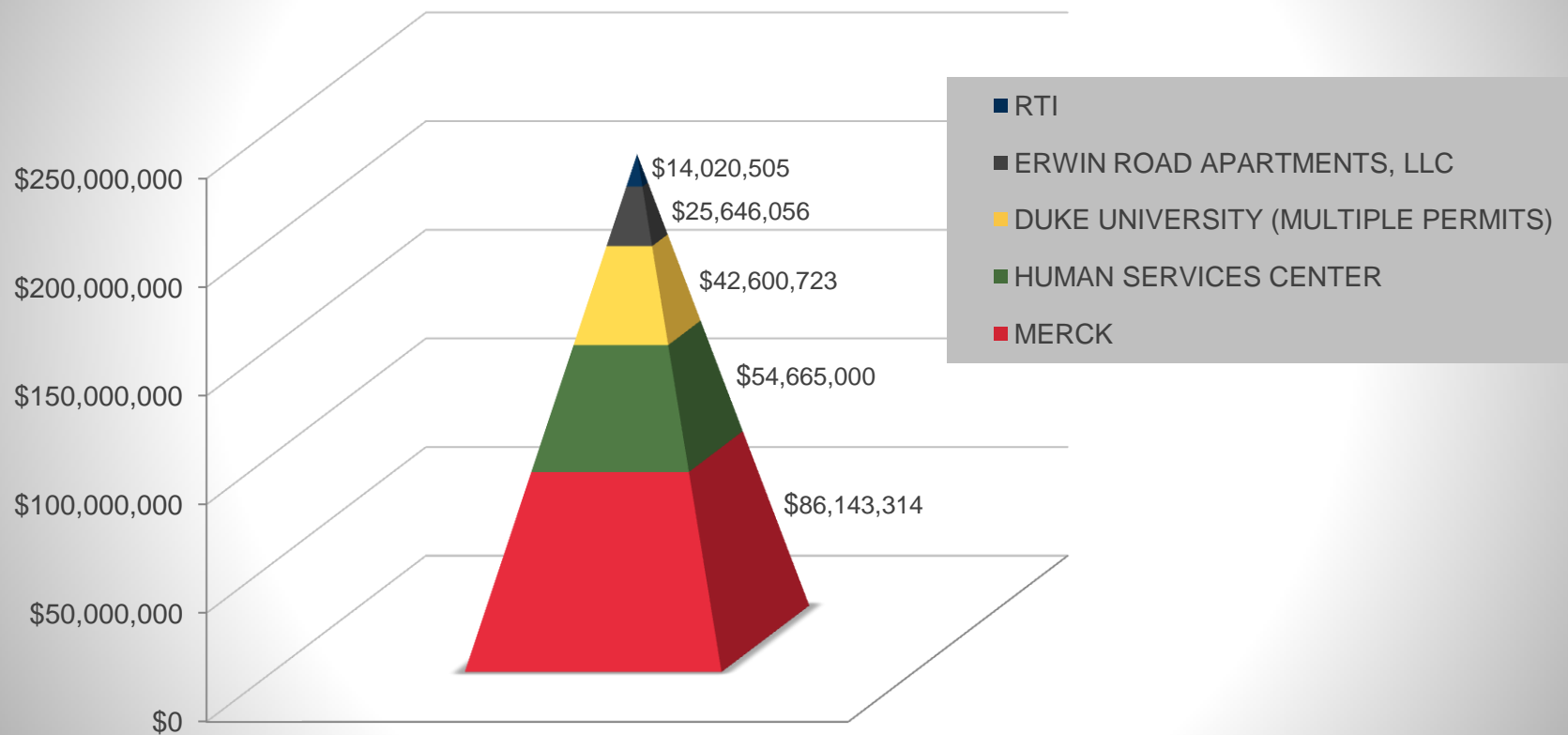
SOURCE: DURHAM CITY-COUNTY INSPECTIONS DEPT., DURHAM COUNTY



# DURHAM CONSTRUCTION ACTIVITY

## TOP 5 PERMIT VALUES IN 2009-DURHAM COUNTY

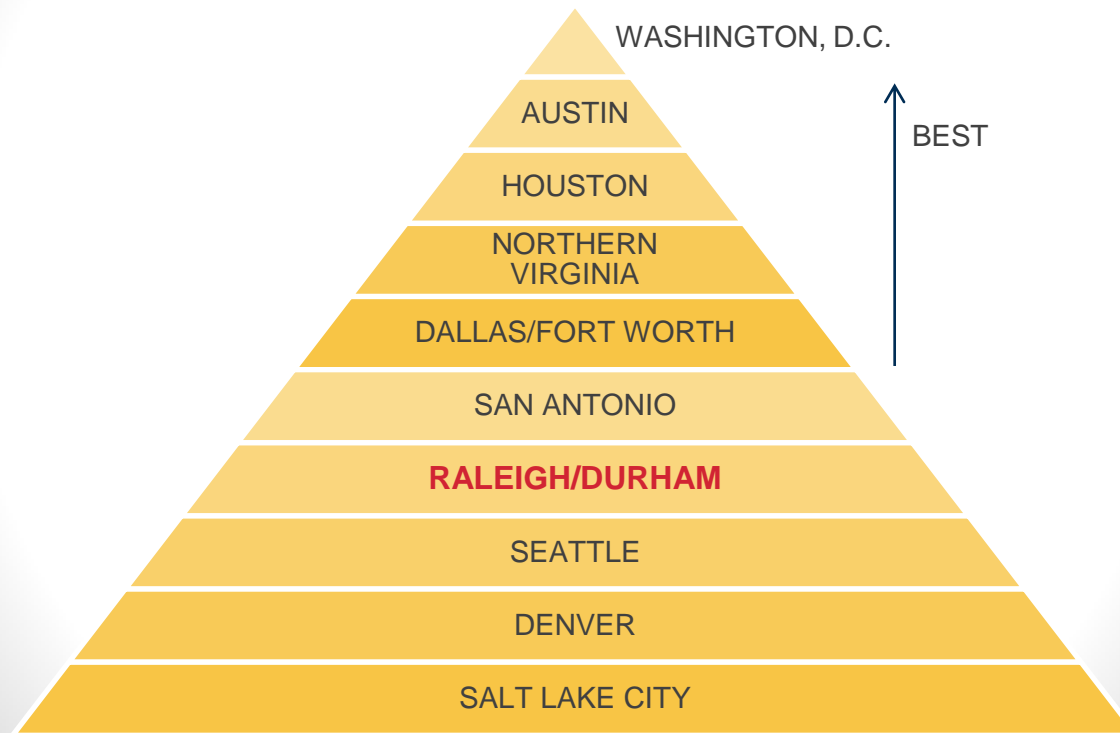
SOURCE: DURHAM CITY-COUNTY INSPECTIONS DEPT., DURHAM COUNTY



# DURHAM REAL ESTATE

## TOP 10 REGIONS FOR NEW HOME-BUILDING

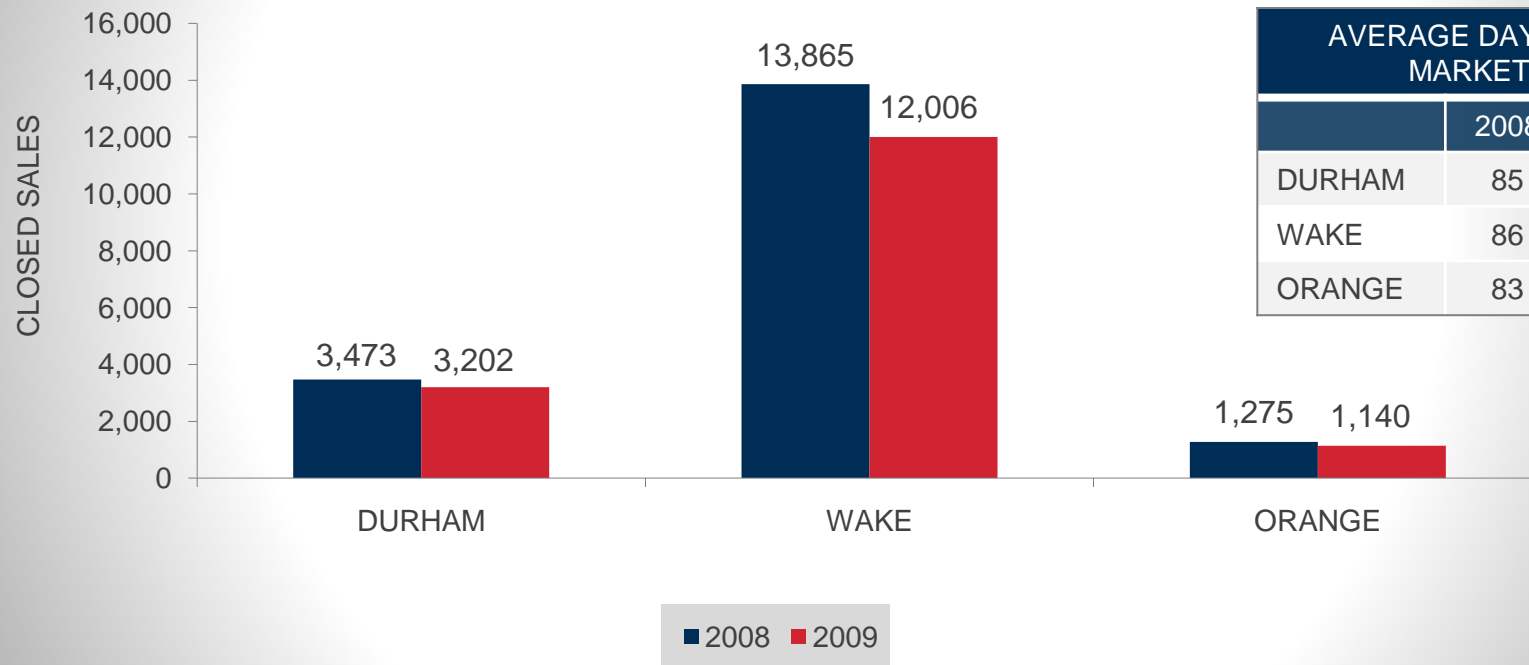
SOURCE: EMERGING TRENDS IN REAL ESTATE 2010 (URBAN LAND INSTITUTE)/OEWD



# DURHAM REAL ESTATE

## CLOSED RESIDENTIAL SALES 2008-2009

SOURCE: GREATER DURHAM CHAMBER OF COMMERCE



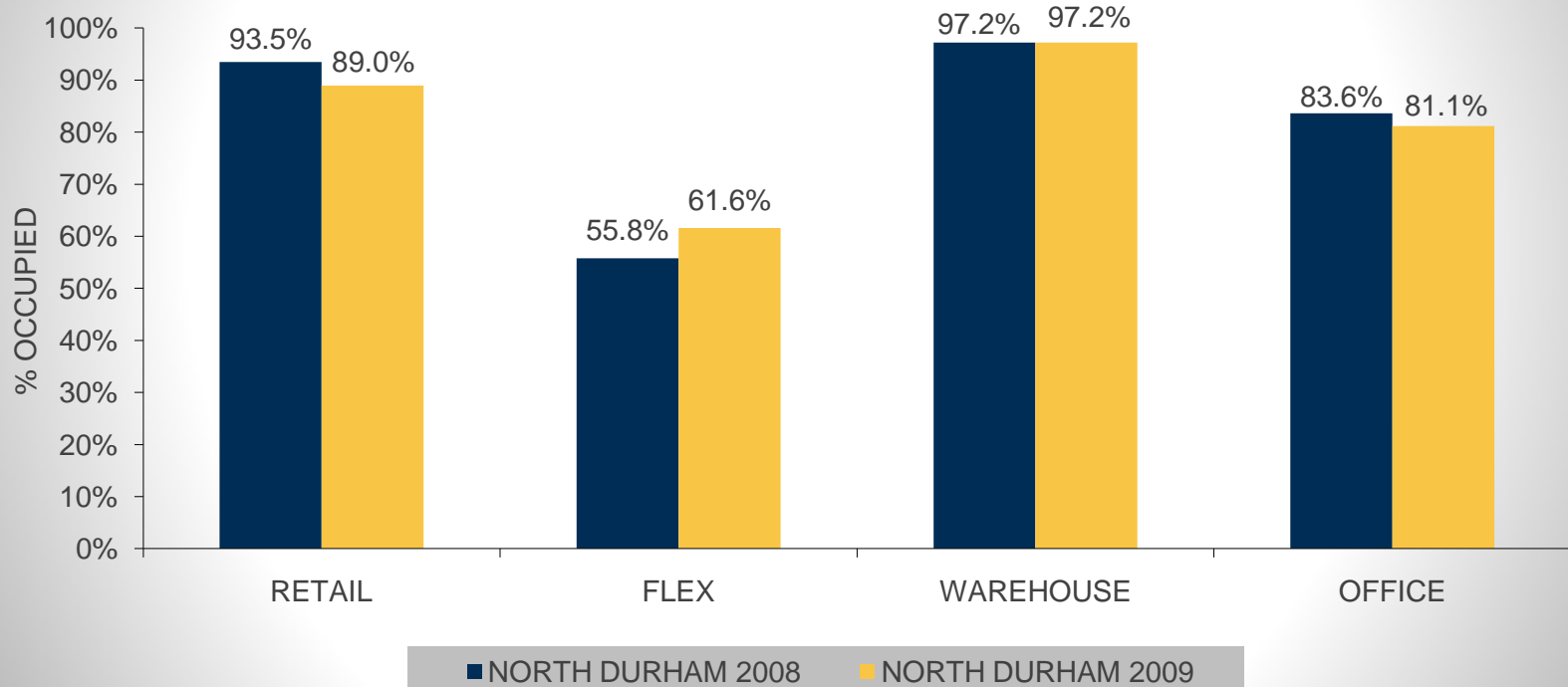
AVERAGE DAYS ON MARKET		
	2008	2009
DURHAM	85	88
WAKE	86	96
ORANGE	83	93



# DURHAM REAL ESTATE

## NORTH DURHAM COMMERCIAL OCCUPANCY RATES: 4TH QUARTER, 2008 VS. 2009

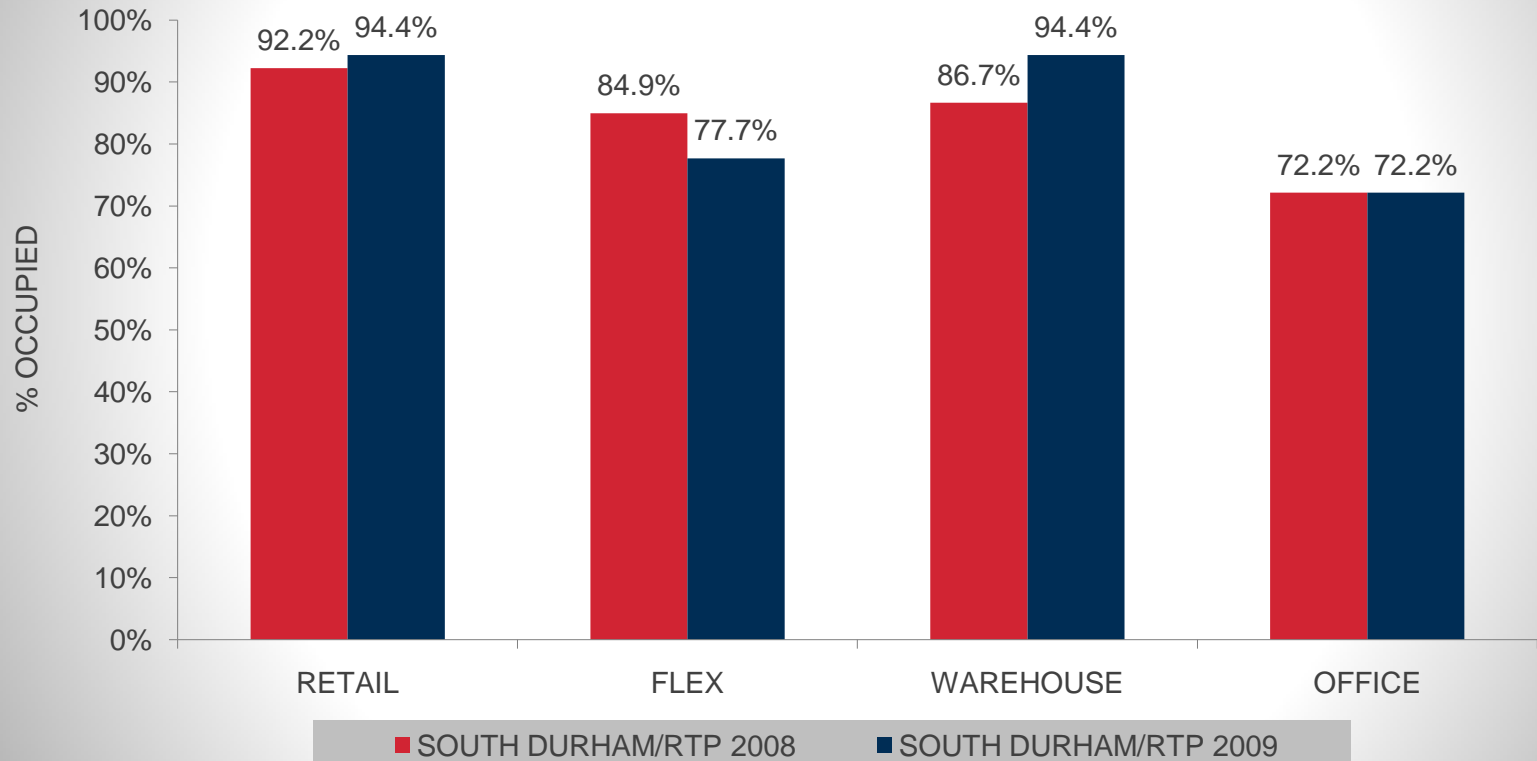
SOURCE: TRIANGLE BUSINESS JOURNAL/GREATER DURHAM CHAMBER OF COMMERCE



# DURHAM REAL ESTATE

## SOUTH DURHAM/RTP COMMERCIAL OCCUPANCY RATES: DURHAM 4TH QUARTER, 2008 VS. 2009

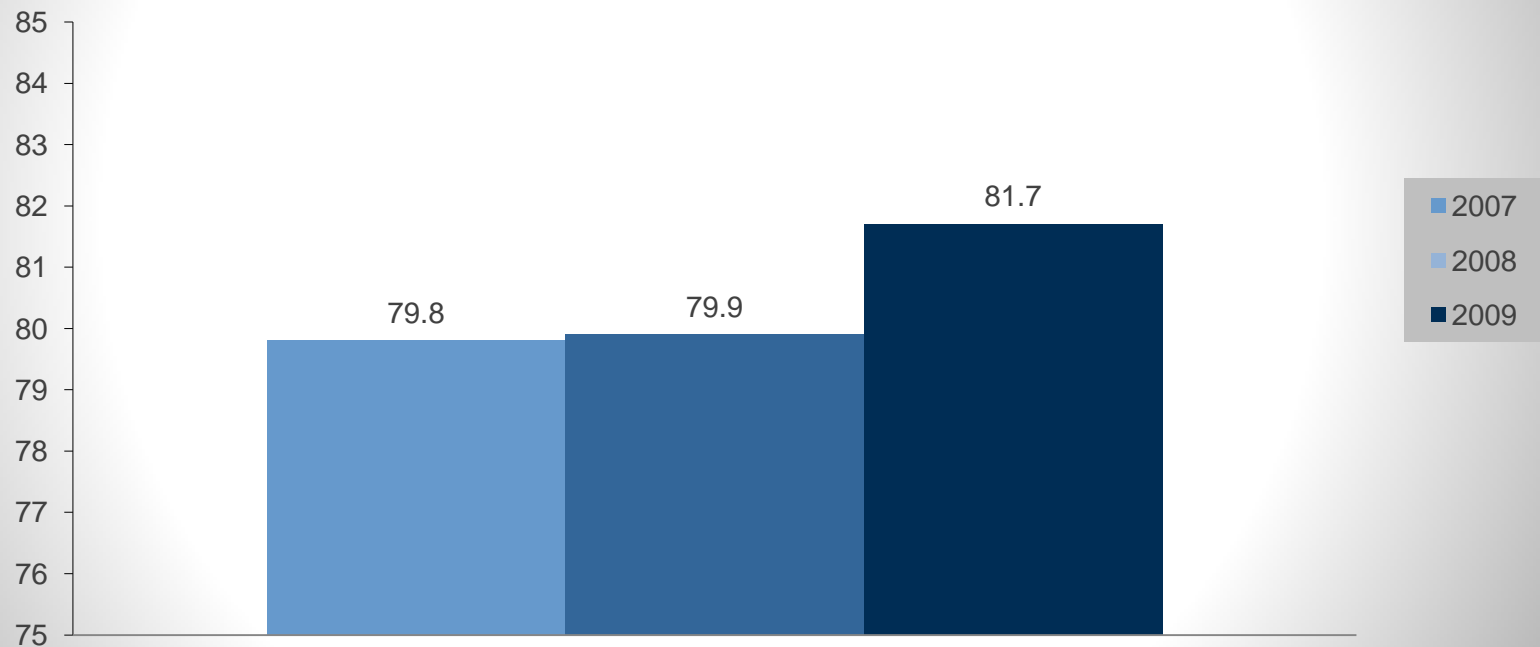
SOURCE: TRIANGLE BUSINESS JOURNAL/GREATER DURHAM CHAMBER OF COMMERCE



# DURHAM REAL ESTATE

## CHANGE IN COST OF HOUSING INDEX IN DURHAM COUNTY, 2007-2009

SOURCE: ACCRA COST OF LIVING INDEX/ GREATER DURHAM CHAMBER OF COMMERCE

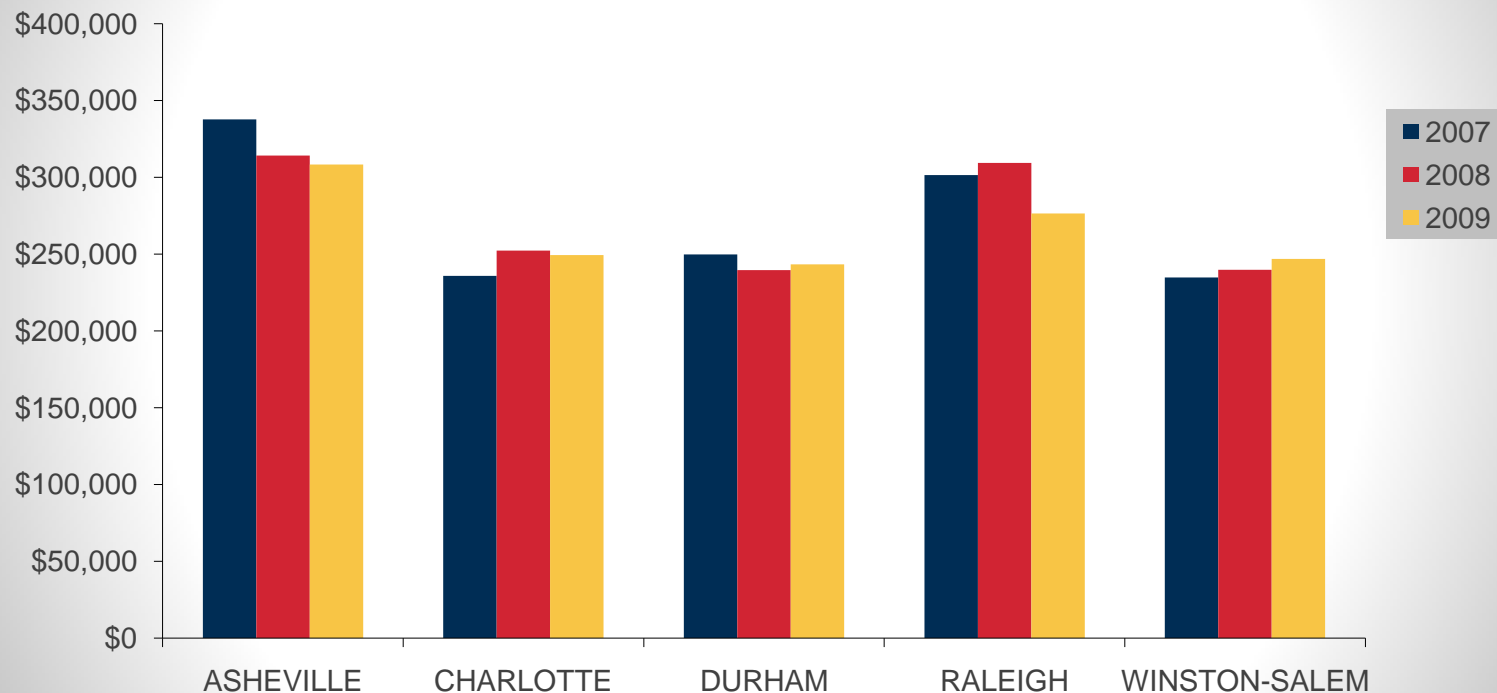


NOTE: U.S. = 100

# DURHAM REAL ESTATE

## AVERAGE HOME SALE PRICES: 2007-2009

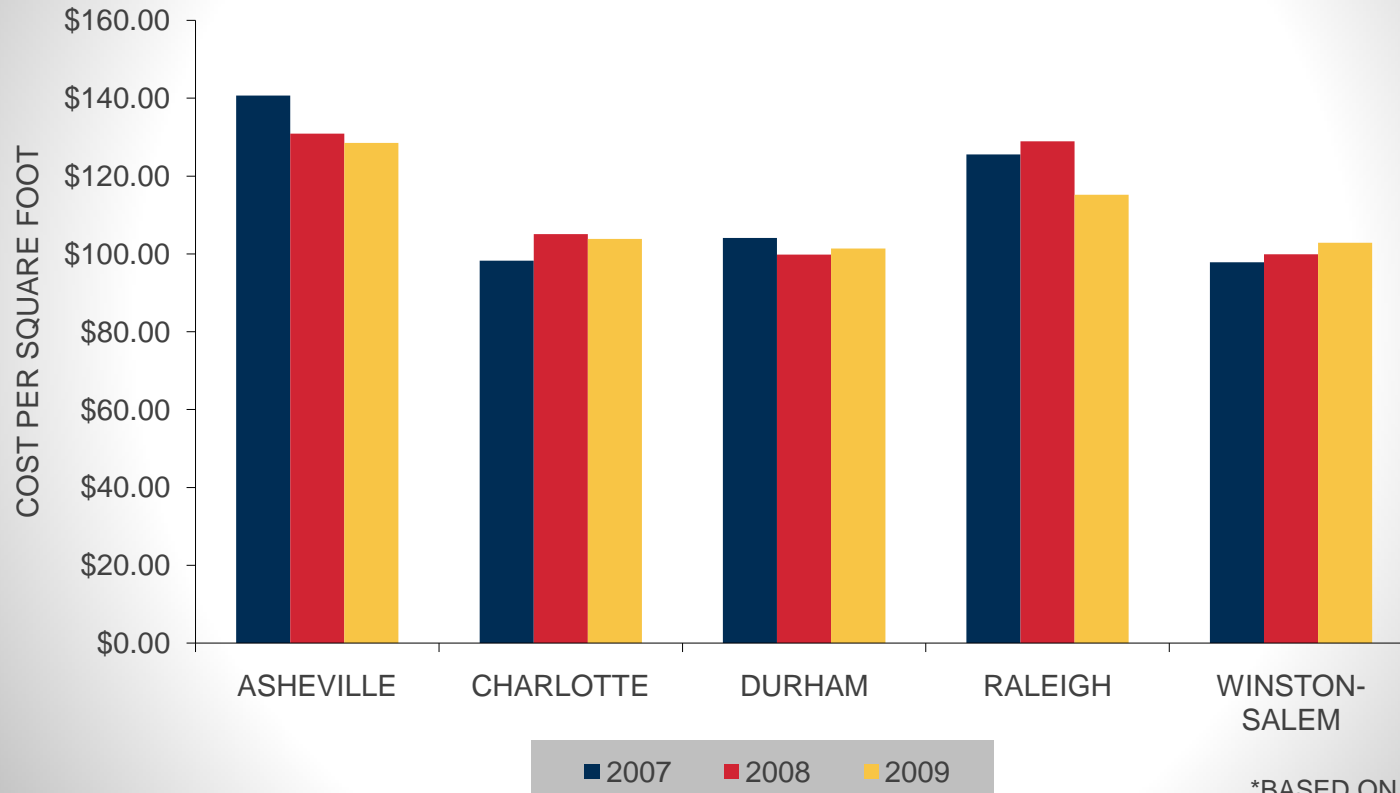
SOURCE: ACCRA COST OF LIVING INDEX/GREATER DURHAM CHAMBER OF COMMERCE



# DURHAM REAL ESTATE

## HOUSING COSTS PER SQUARE FOOT, 2007-2009\*

SOURCE: ACCRA COST OF LIVING INDEX/GREATER DURHAM CHAMBER OF COMMERCE

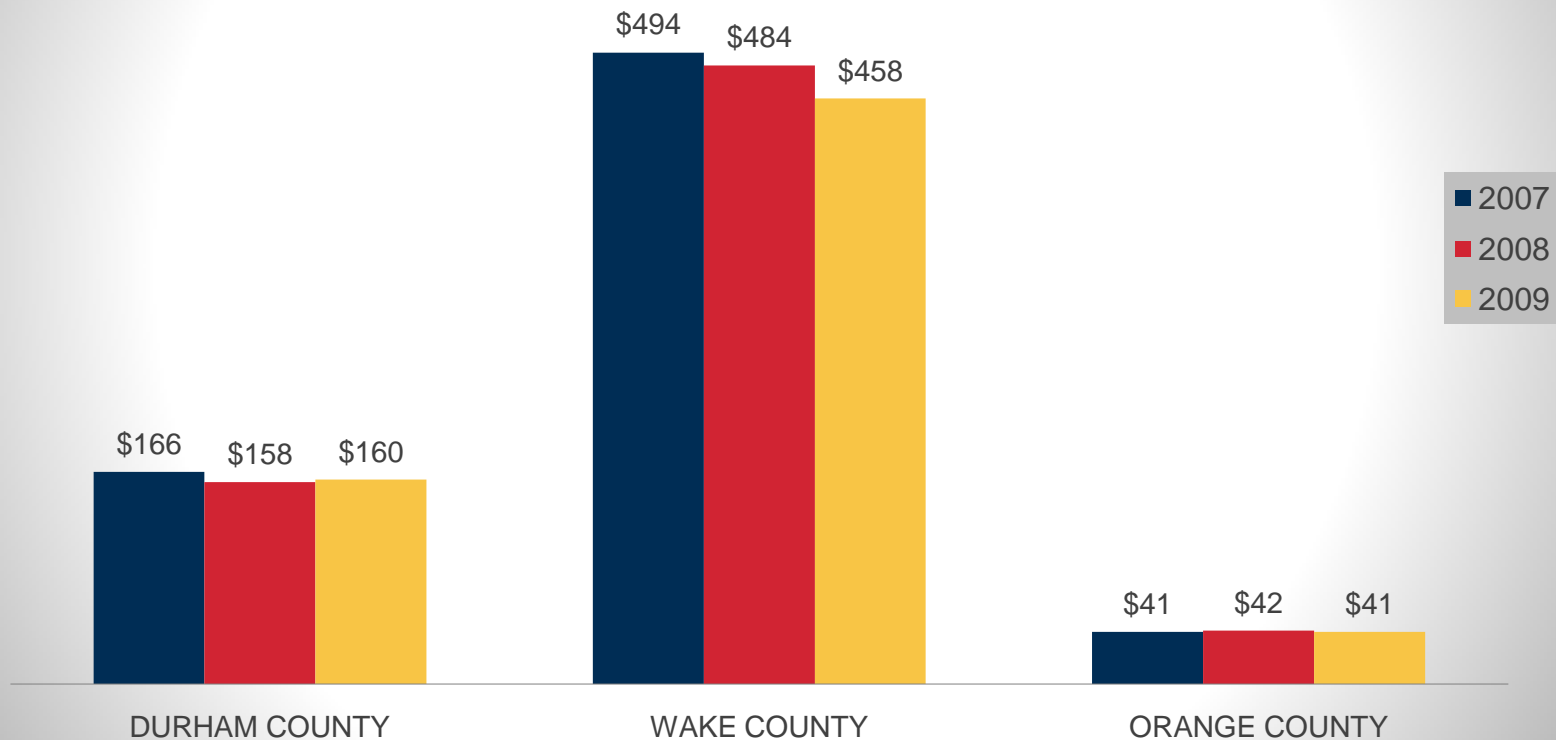


\*BASED ON A 2,400 SF HOUSE

# DURHAM RETAIL SALES

## ANNUAL GROSS RETAIL SALES TAX COLLECTIONS BY COUNTY, 2007-2009 (IN MILLIONS)

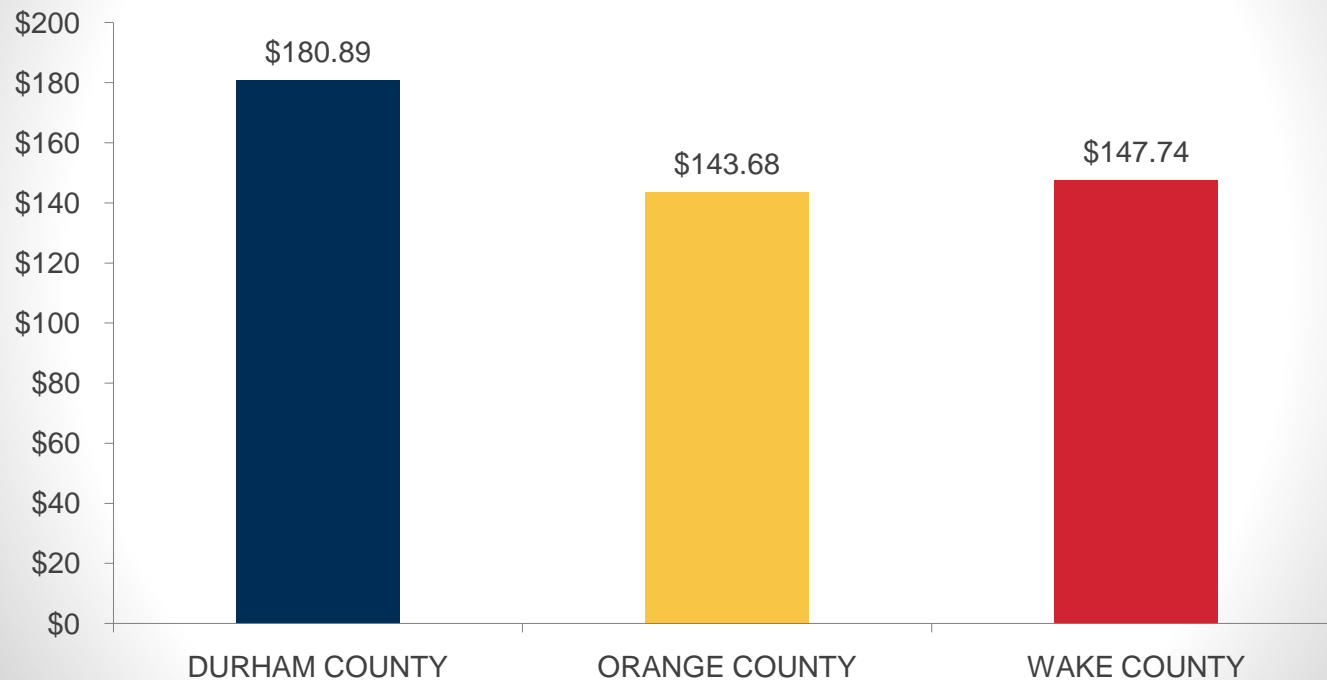
SOURCE: NC DEPARTMENT OF REVENUE/OEWD



# DURHAM RETAIL SALES

## PER CAPITA RETAIL SALES COLLECTION BY COUNTY, 2009

SOURCE: NC DEPT. OF TREASURY/DURHAM COUNTY

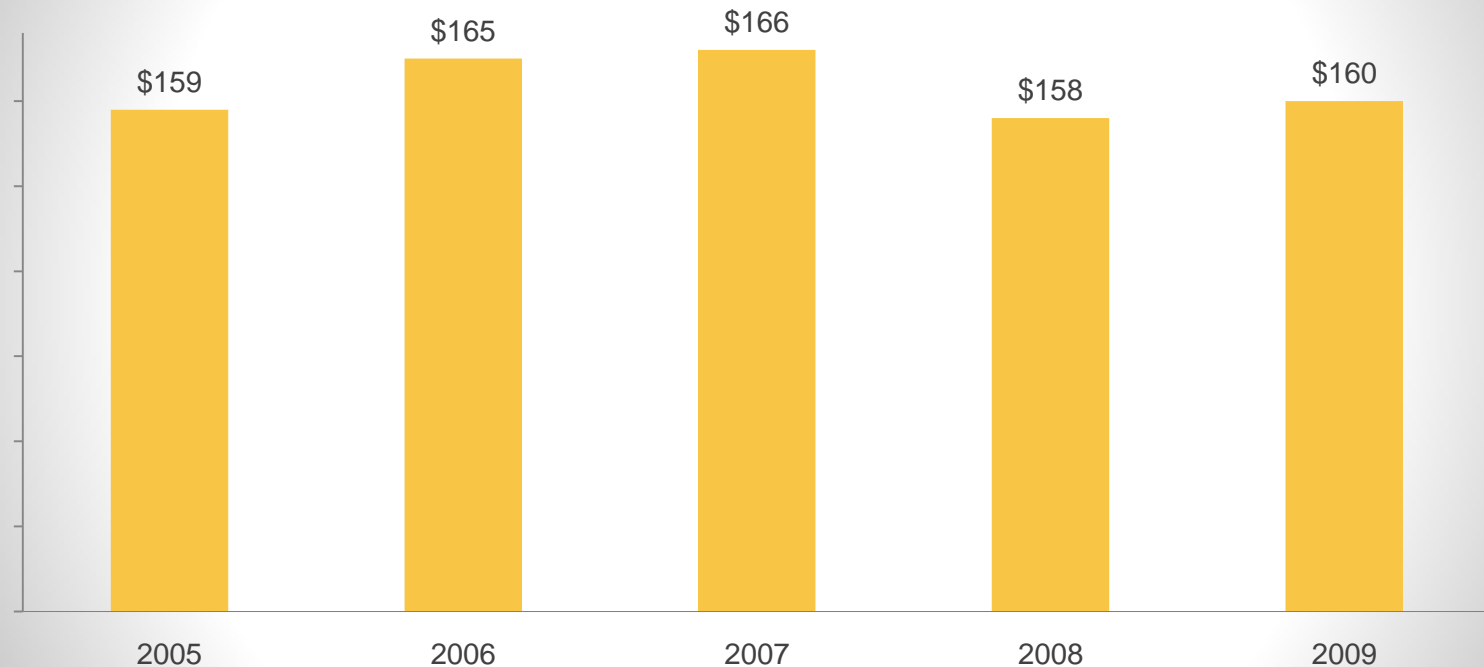




# DURHAM RETAIL SALES

## DURHAM COUNTY GROSS RETAIL TAX COLLECTIONS, 2005 – 2009, IN MILLIONS

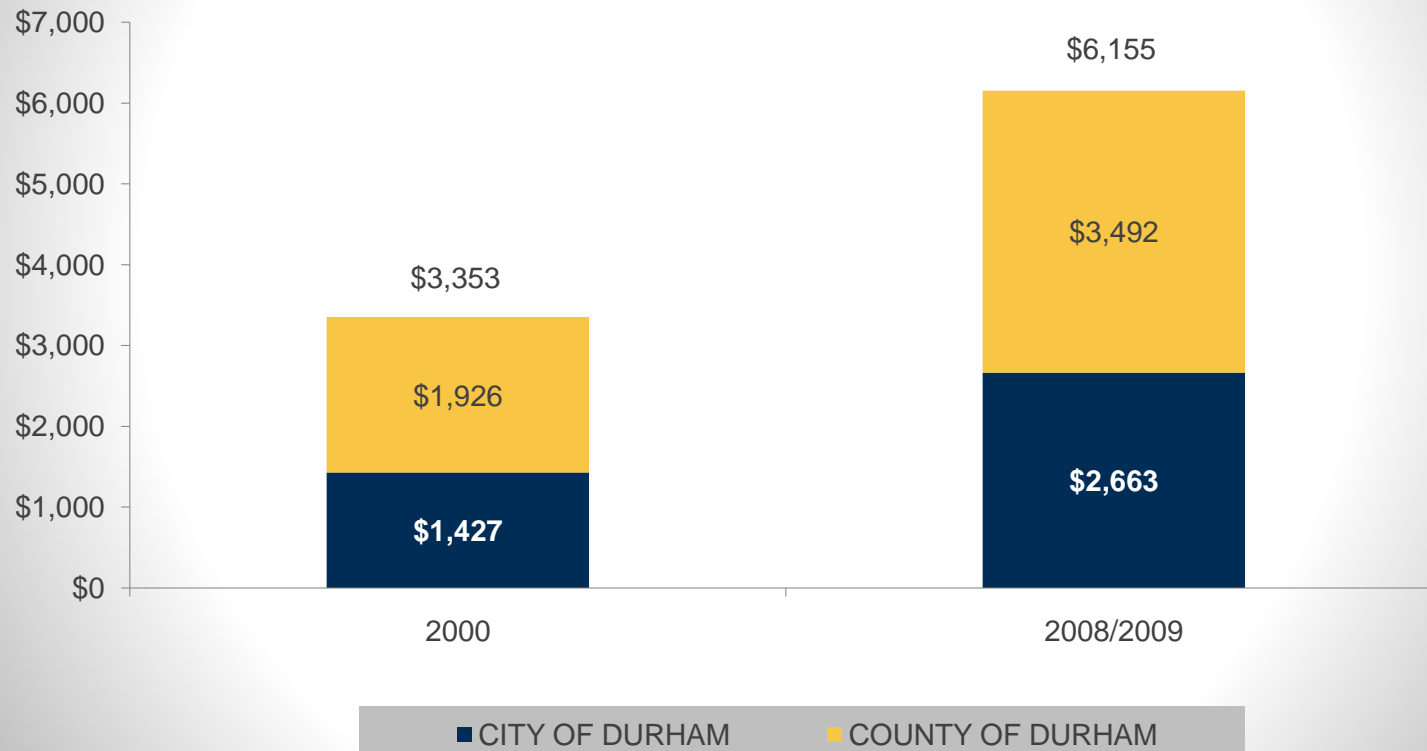
SOURCE: NC DEPARTMENT OF REVENUE/OEWD



# DOWNTOWN DURHAM

## CITY AND COUNTY TAX REVENUES IN DOWNTOWN DURHAM, 2000 VS. 2009

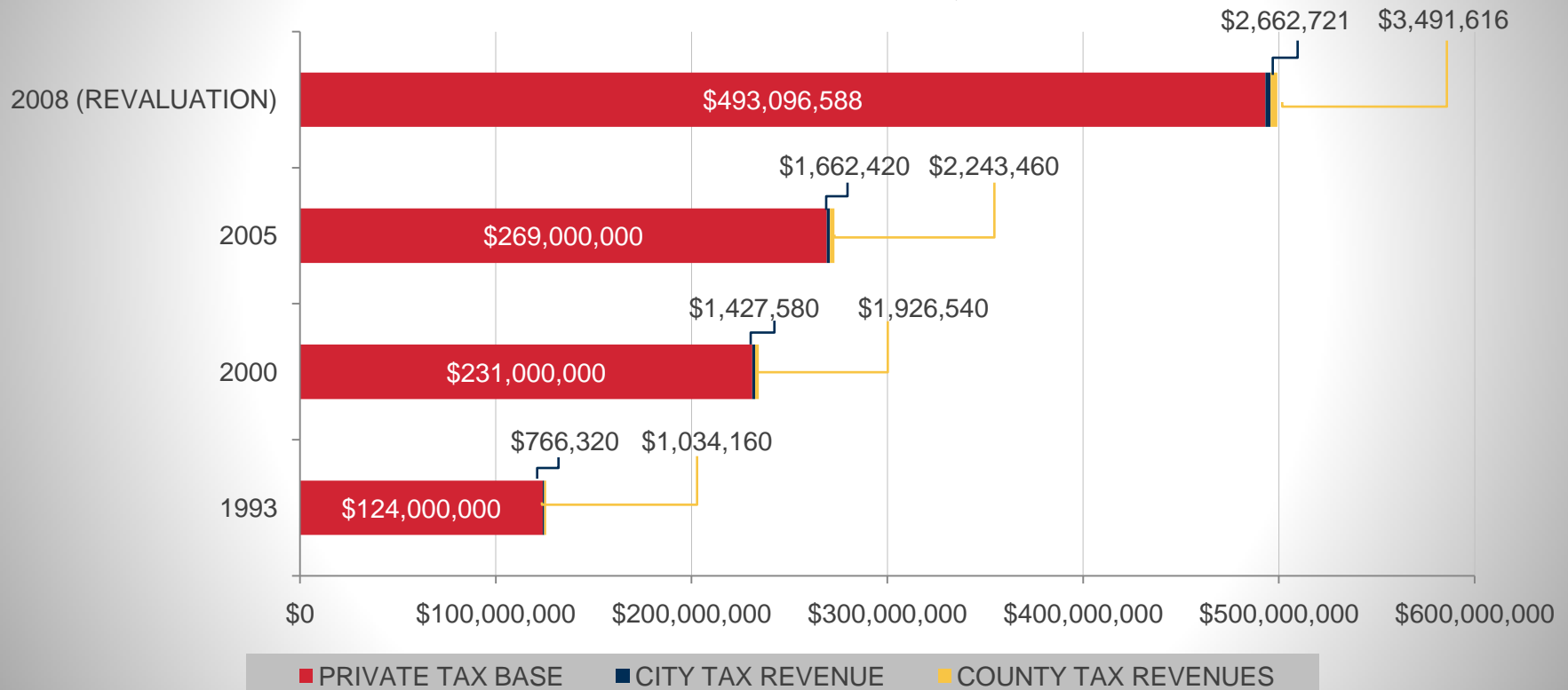
SOURCE: DDI



# DOWNTOWN DURHAM

## DOWNTOWN DURHAM TAX BASE GROWTH

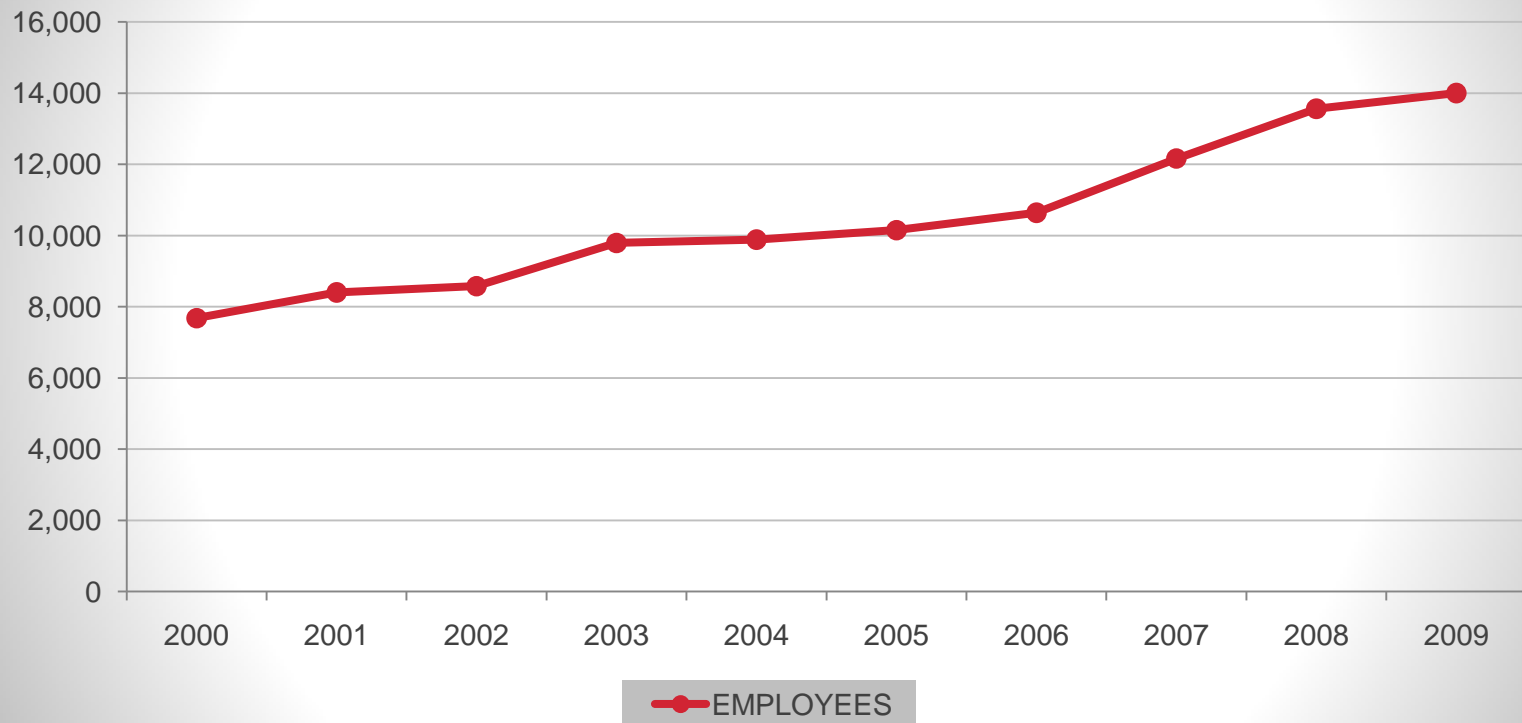
SOURCE: DOWNTOWN DURHAM, INC.



# DOWNTOWN DURHAM

## EMPLOYEE GROWTH IN DOWNTOWN DURHAM: 2000-2009

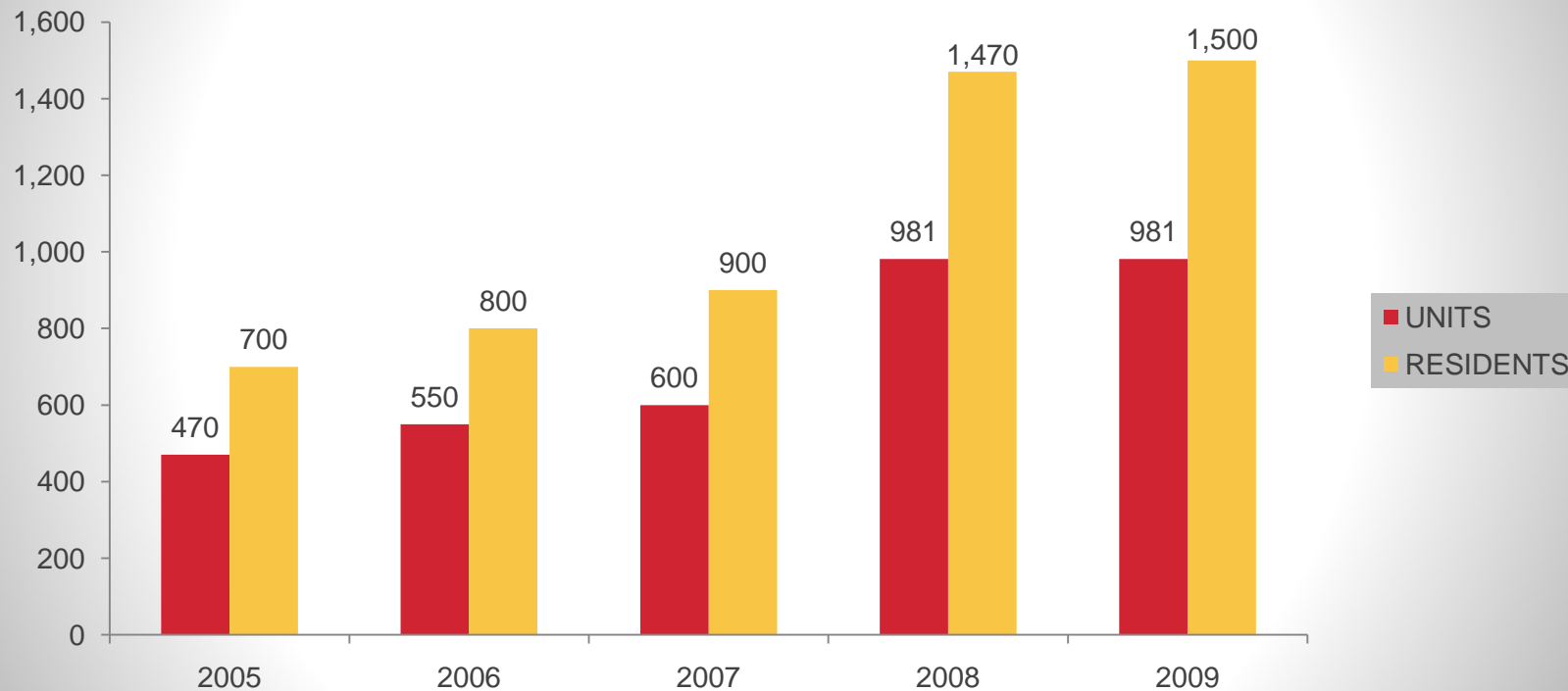
SOURCE: DOWNTOWN DURHAM, INC.



# DOWNTOWN DURHAM

## DOWNTOWN DURHAM RESIDENTIAL GROWTH: 2005-2009

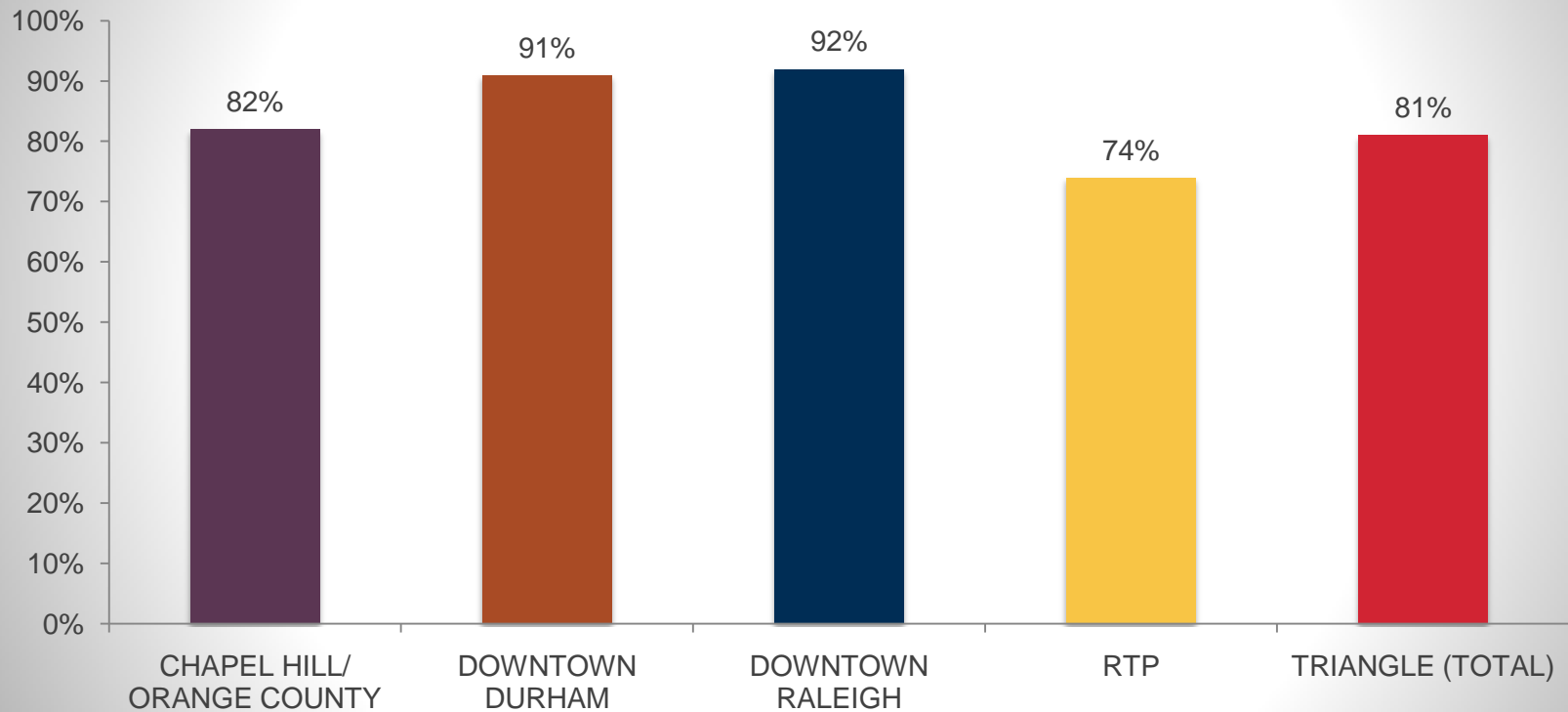
SOURCE: DOWNTOWN DURHAM, INC.



# DOWNTOWN DURHAM

## OFFICE OCCUPANCY IN THE TRIANGLE & SUBMARKETS (DEC. 2009)

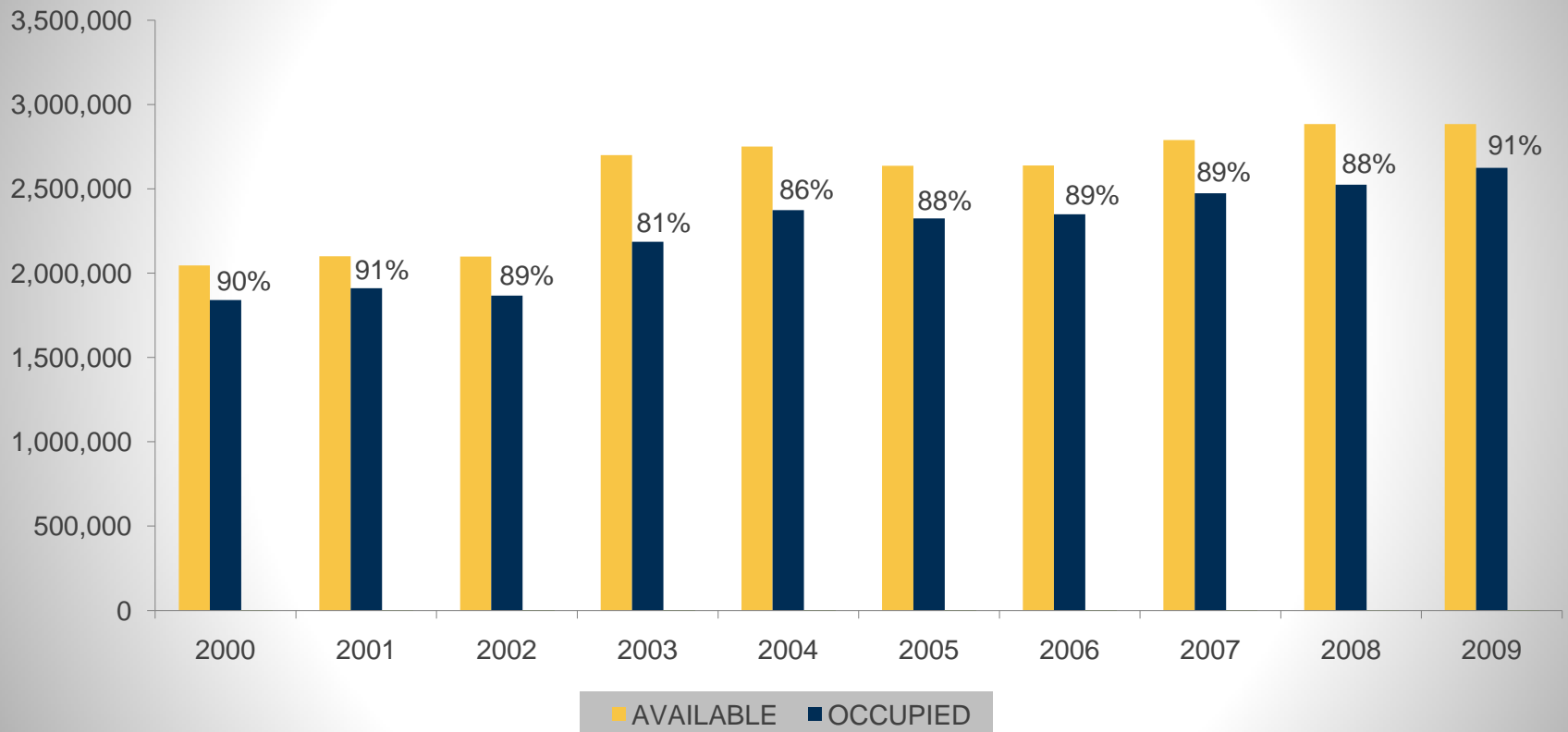
SOURCE: DDI



# DOWNTOWN DURHAM

## LEASABLE OFFICE SPACE & OCCUPANCY RATES IN DOWNTOWN DURHAM

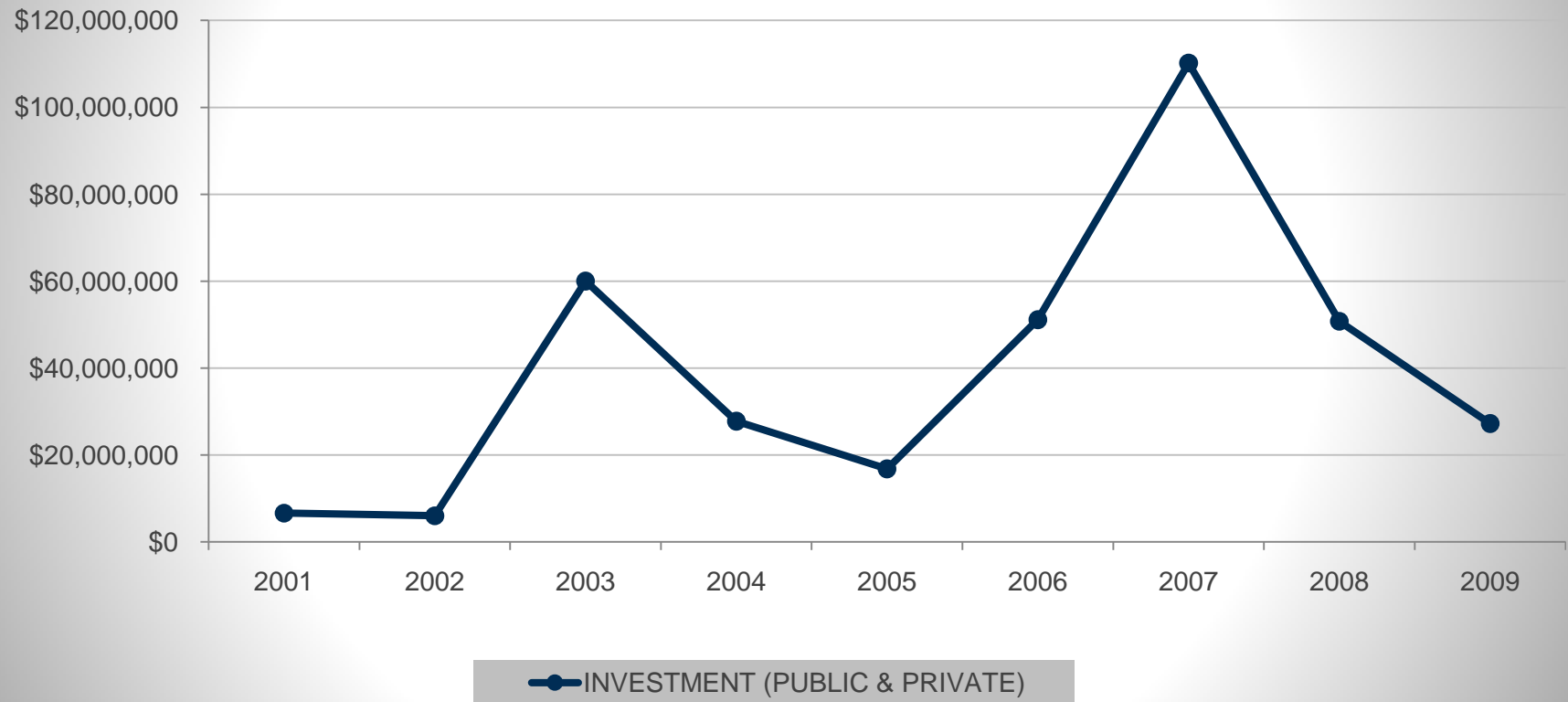
SOURCE: DOWNTOWN DURHAM, INC.



# DOWNTOWN DURHAM

## CHANGE IN PUBLIC-PRIVATE INVESTMENT IN DOWNTOWN DURHAM: 2001-2009

SOURCE: DOWNTOWN DURHAM, INC.

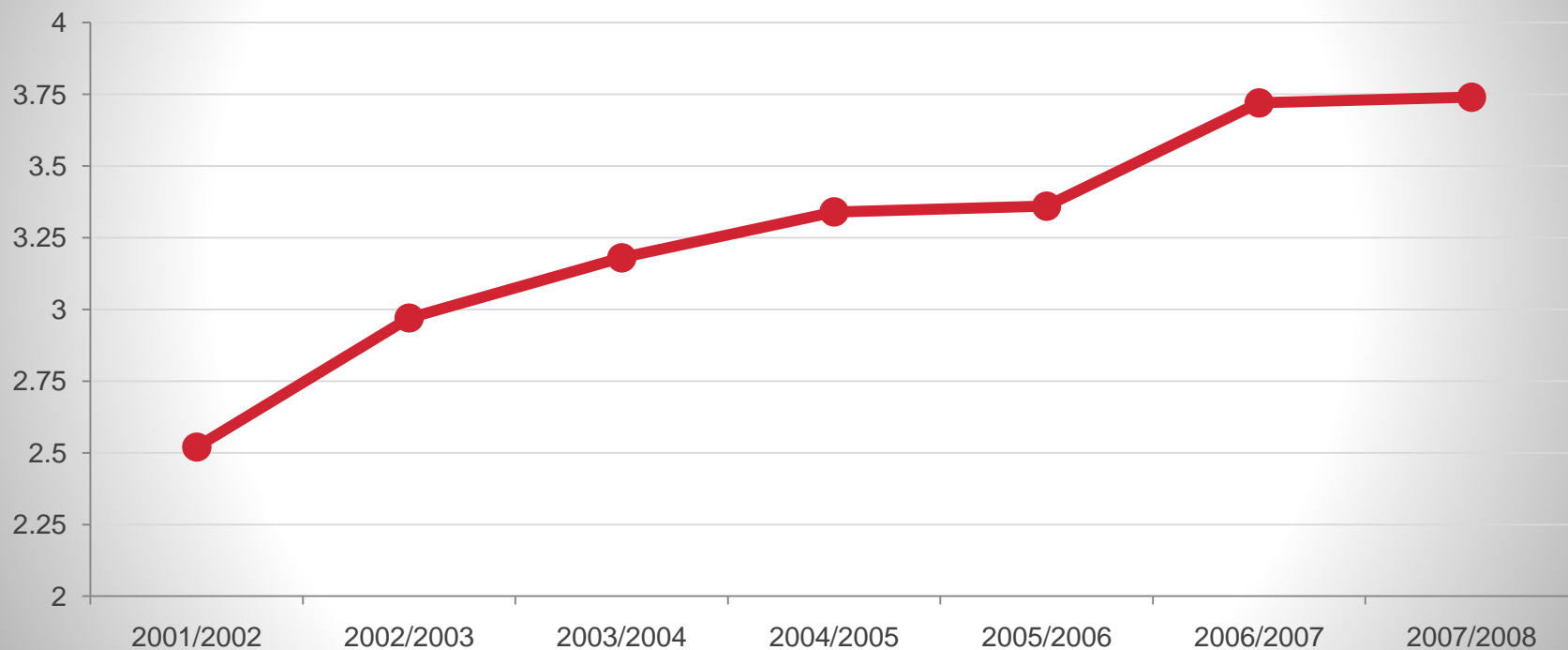




# DURHAM EDUCATION

## AVERAGE STAR RATING OF CHILD CARE ESTABLISHMENTS IN DURHAM (2001-2008)

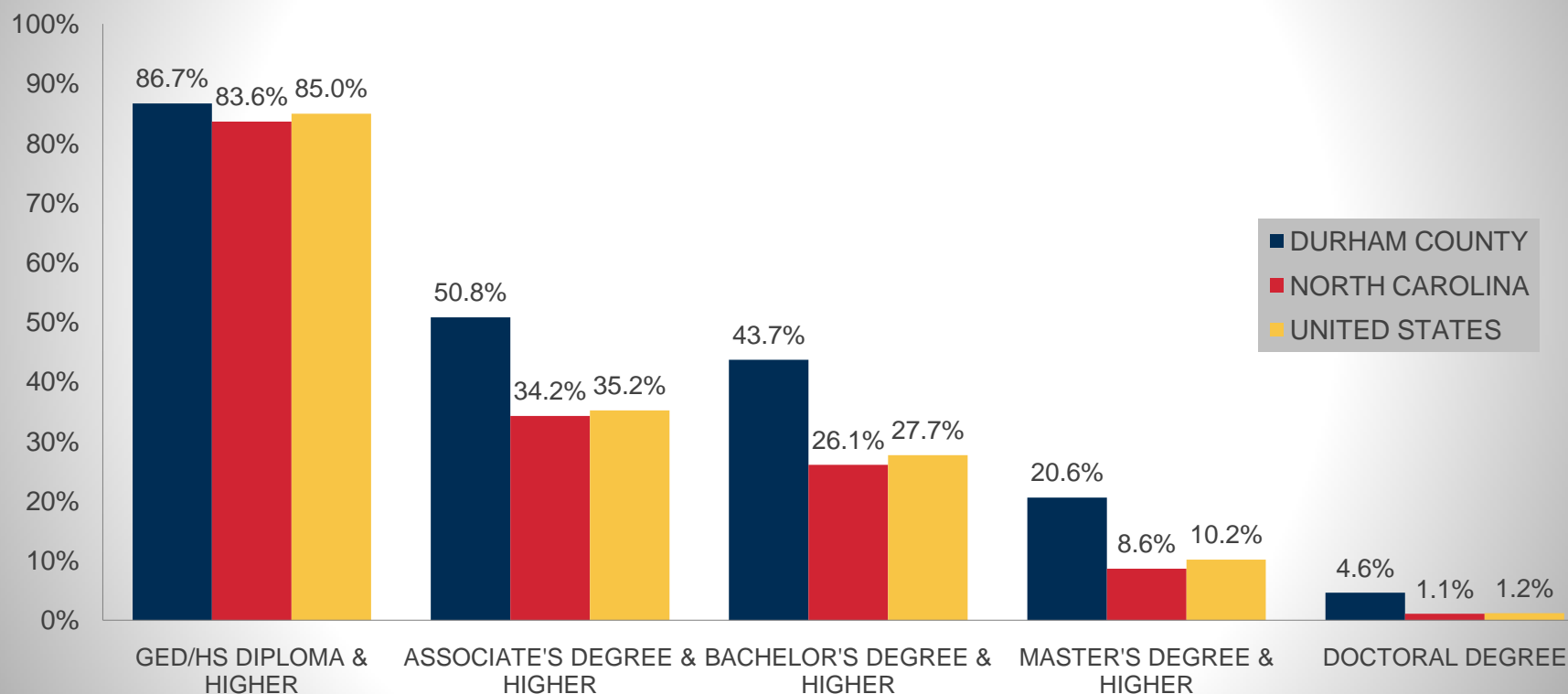
SOURCE: DURHAM PUBLIC SCHOOLS/OEWD



# DURHAM EDUCATION

## 2008 EDUCATIONAL ATTAINMENT FOR POPULATION 25 YEARS AND OVER

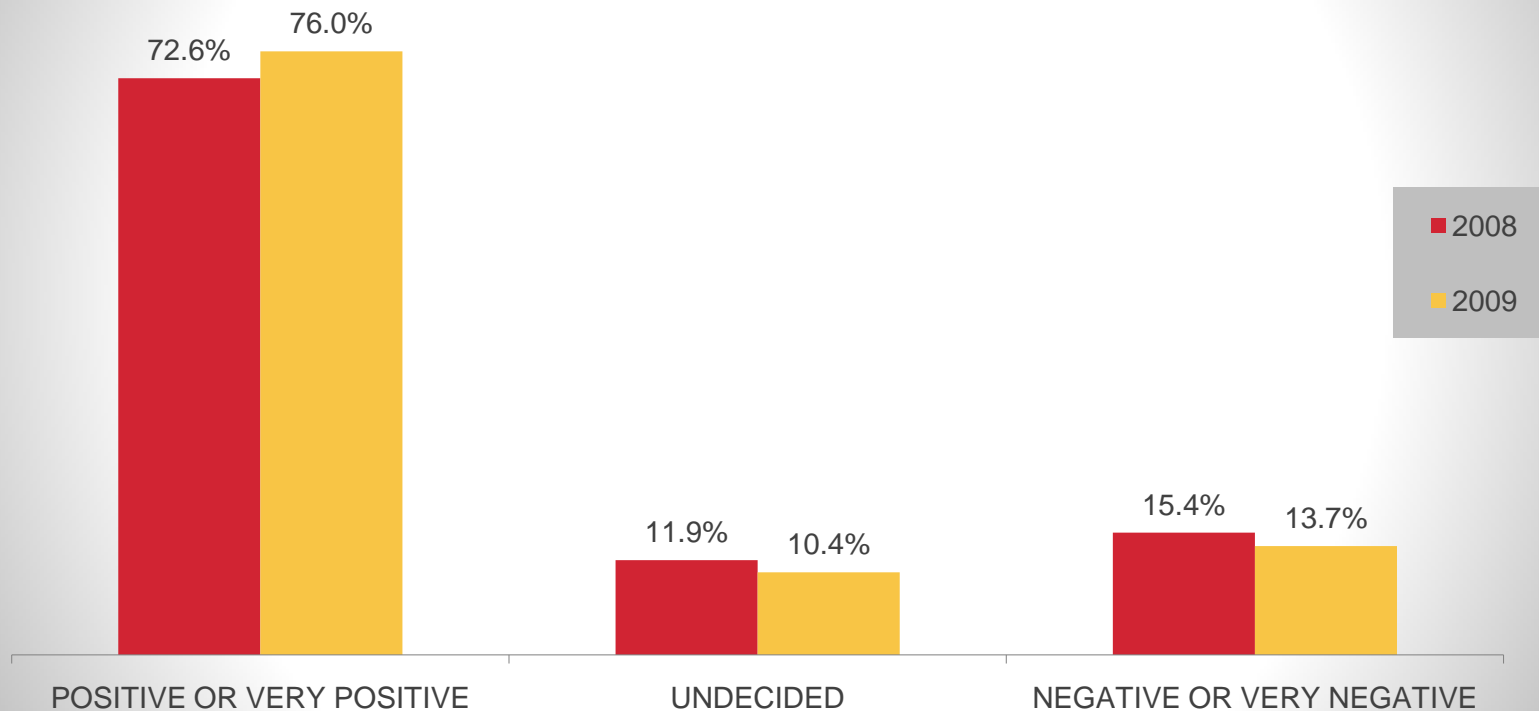
SOURCE: U.S. CENSUS BUREAU, 2008 AMERICAN COMMUNITY SURVEY/OEWD



# DURHAM EDUCATION

## IMAGE OF DURHAM PUBLIC SCHOOLS (DPS) BY PARENTS OF DPS STUDENTS (2008 VS. 2009)

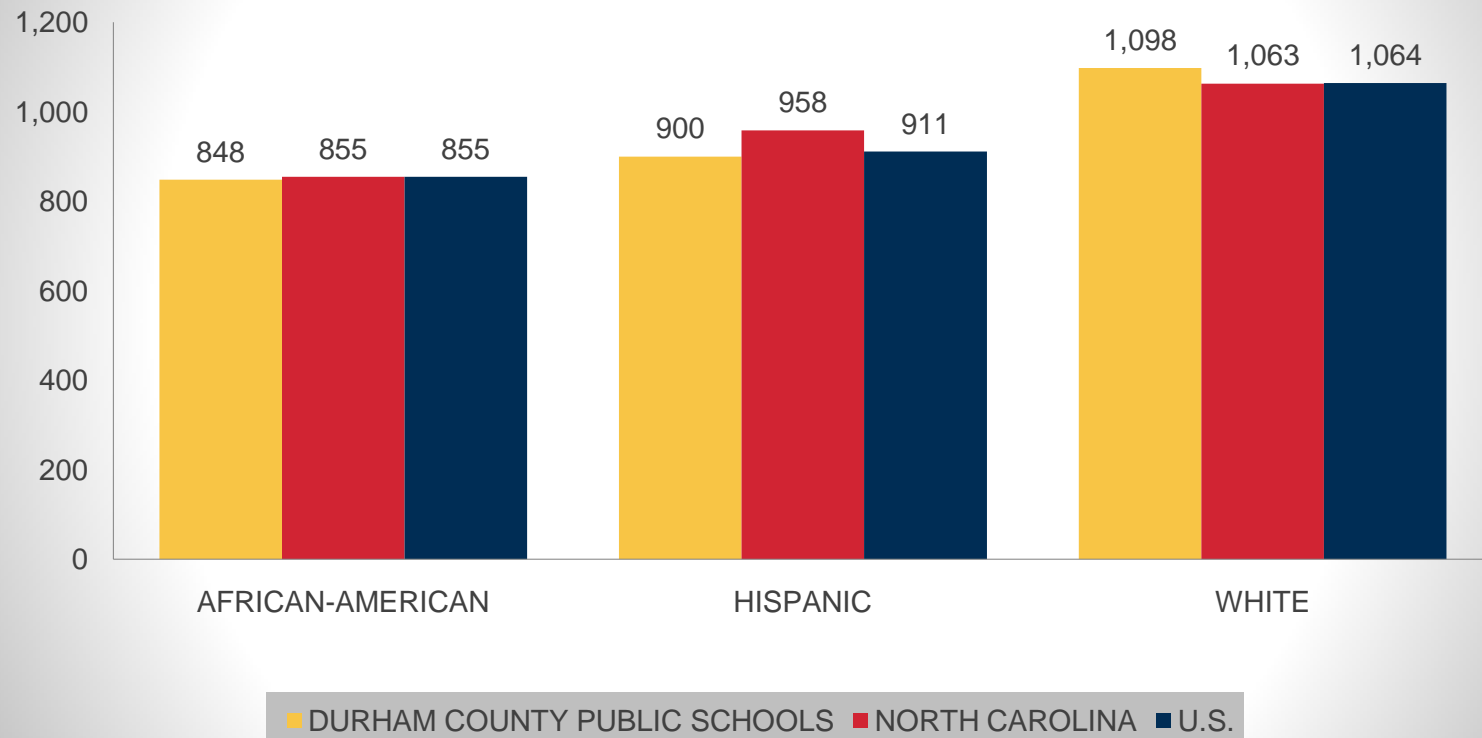
SOURCE: U.S. CENSUS BUREAU



# DURHAM EDUCATION

## SAT PERFORMANCE (AVERAGES) BY ETHNICITY, 2009

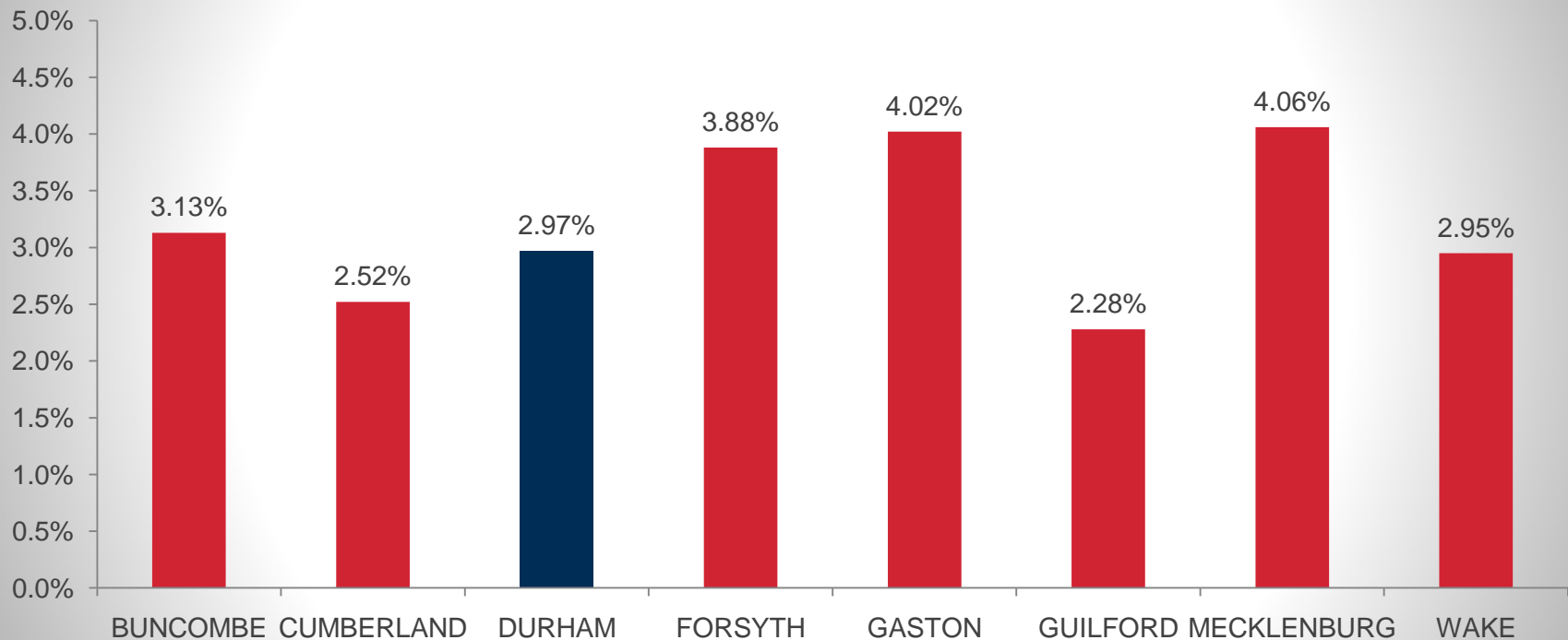
SOURCE: DURHAM PUBLIC SCHOOLS/OEWD/DCVB



# DURHAM EDUCATION

## DROPOUT RATES IN NC COUNTY SCHOOL DISTRICTS, 2007-2008

SOURCE: DEPARTMENT OF PUBLIC INSTRUCTION/OEWD



# DURHAM PUBLIC SAFETY

## VIOLENT CRIMES

HIGHEST CRIME RATE	Flint, MI Stockton, CA Birmingham, AL Little Rock, AR Bridgeport, CT Baton Rouge, LA Tallahassee, FL Rochester, NY	4 <sup>TH</sup> QUARTILE
	Chattanooga, TN Dayton, OH Grand Rapids, MI Tacoma, WA Shreveport, LA Jackson, MS Beaumont, TX	3 <sup>RD</sup> QUARTILE
AVERAGE CRIME RATE	Winston-Salem, NC Greensboro, NC <b>Durham (City Only)</b> Norfolk, VA St. Paul, IN Richmond, VA South Bend, IN	2 <sup>ND</sup> QUARTILE
	Salt Lake City, UT <b>Durham (City &amp; County)</b> Springfield, MO Raleigh, NC Mobile, AL Augusta, Ga Montgomery, AL	1 <sup>ST</sup> QUARTILE
LOWEST CRIME RATE		

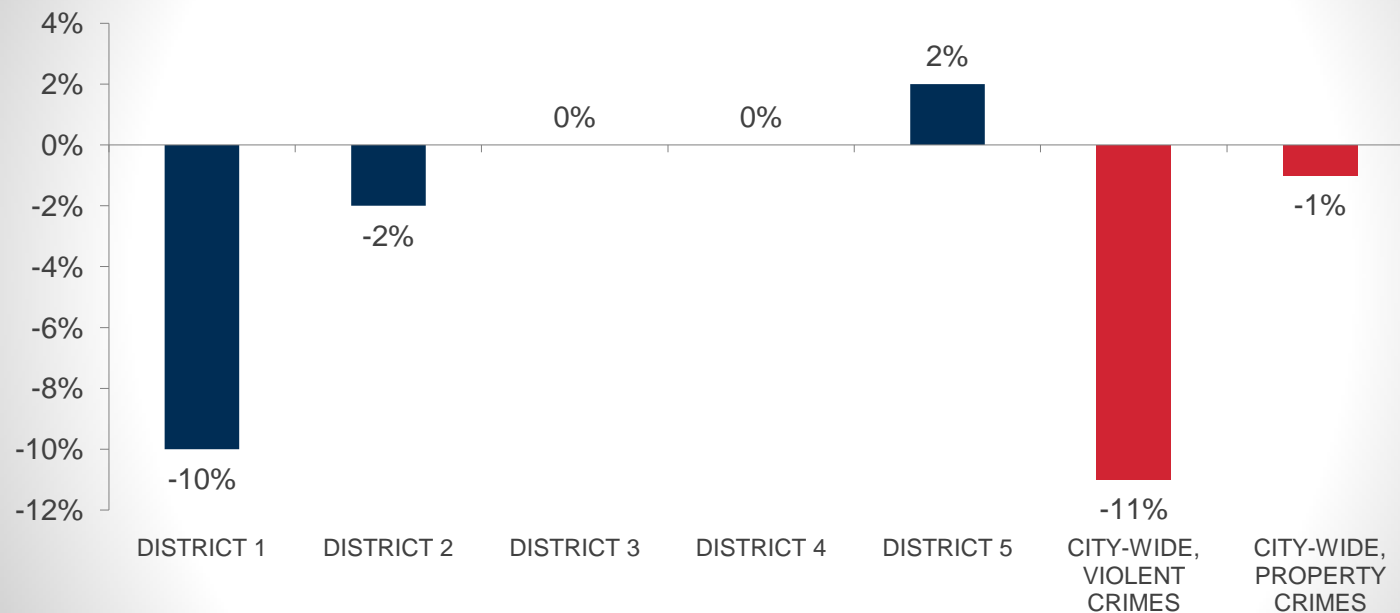
## PROPERTY CRIMES

HIGHEST CRIME RATE	Springfield, MO Salt Lake City, UT Birmingham, AL Little Rock, AR Tacoma, WA Augusta, GA Chattanooga, TN Jackson, MS	4 <sup>TH</sup> QUARTILE
	Montgomery, AL South Bend, IN Winston-Salem, NC Greensboro, NC Dayton, OH Stockton, CA Flint, MI	3 <sup>RD</sup> QUARTILE
AVERAGE CRIME RATE	Beaumont, TX Mobile, AL Baton Rouge, LA <b>Durham (City Only)</b> Rochester, NY Tallahassee, FL Shreveport, LA	2 <sup>ND</sup> QUARTILE
	Norfolk, VA <b>Durham (City &amp; County)</b> Grand Rapids, MI Bridgeport, CT St. Paul, IN Raleigh, NC Richmond, VA	1 <sup>ST</sup> QUARTILE
LOWEST CRIME RATE		

# DURHAM PUBLIC SAFETY

## PERCENT CHANGE IN CRIME IN CITY OF DURHAM DISTRICTS, 2008-2009

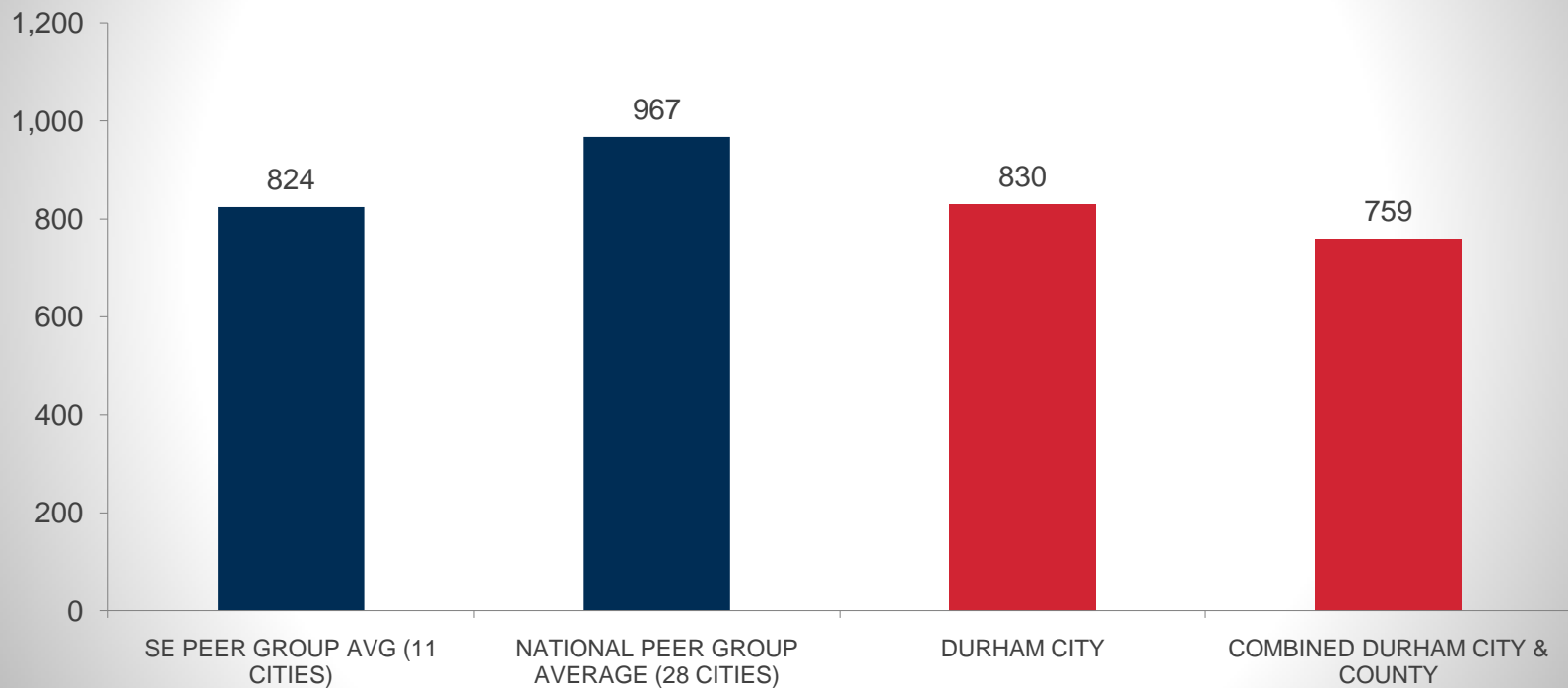
SOURCE: THE HERALD SUN/DURHAM POLICE DEPARTMENT, OEWD



# DURHAM PUBLIC SAFETY

## VIOLENT CRIMES PER 100,000 IN DURHAM AND COMPARATIVE CITIES (2008)

SOURCE: DURHAM CONVENTION & VISITORS BUREAU/OEWD



Durham benchmarks itself against other cities to compare information. City staff has reviewed demographic data on southeastern & national cities that are most comparable to Durham. These peer groups have been approved for use when benchmarking performance and comparative data by the City Manager and City Council.

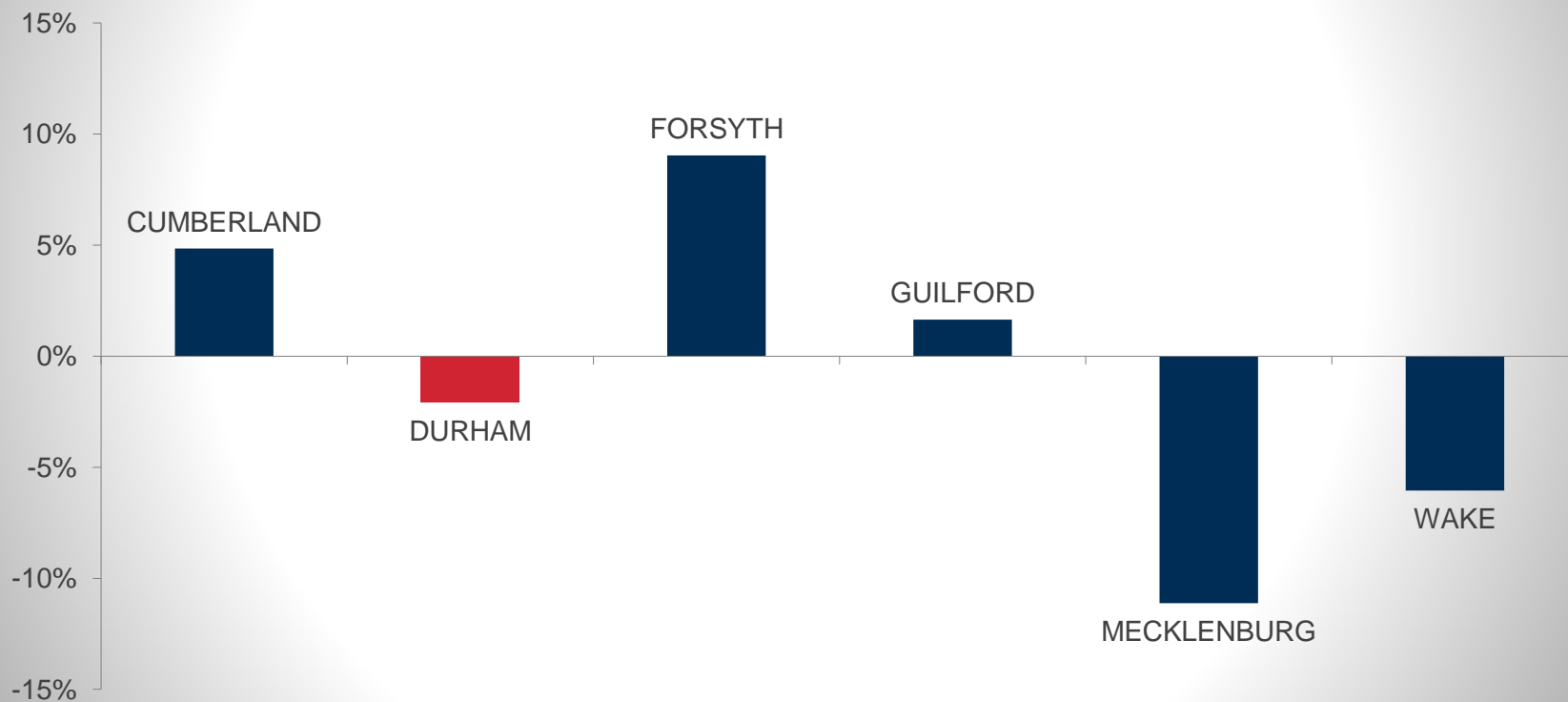
*the STATE of* **DURHAM'S**  
**ECONOMY** 2010



# DURHAM PUBLIC SAFETY

## % CHANGE IN CRIME RATES PER 100,000 IN N.C.'S MOST POPULATED COUNTIES, 2007-2008

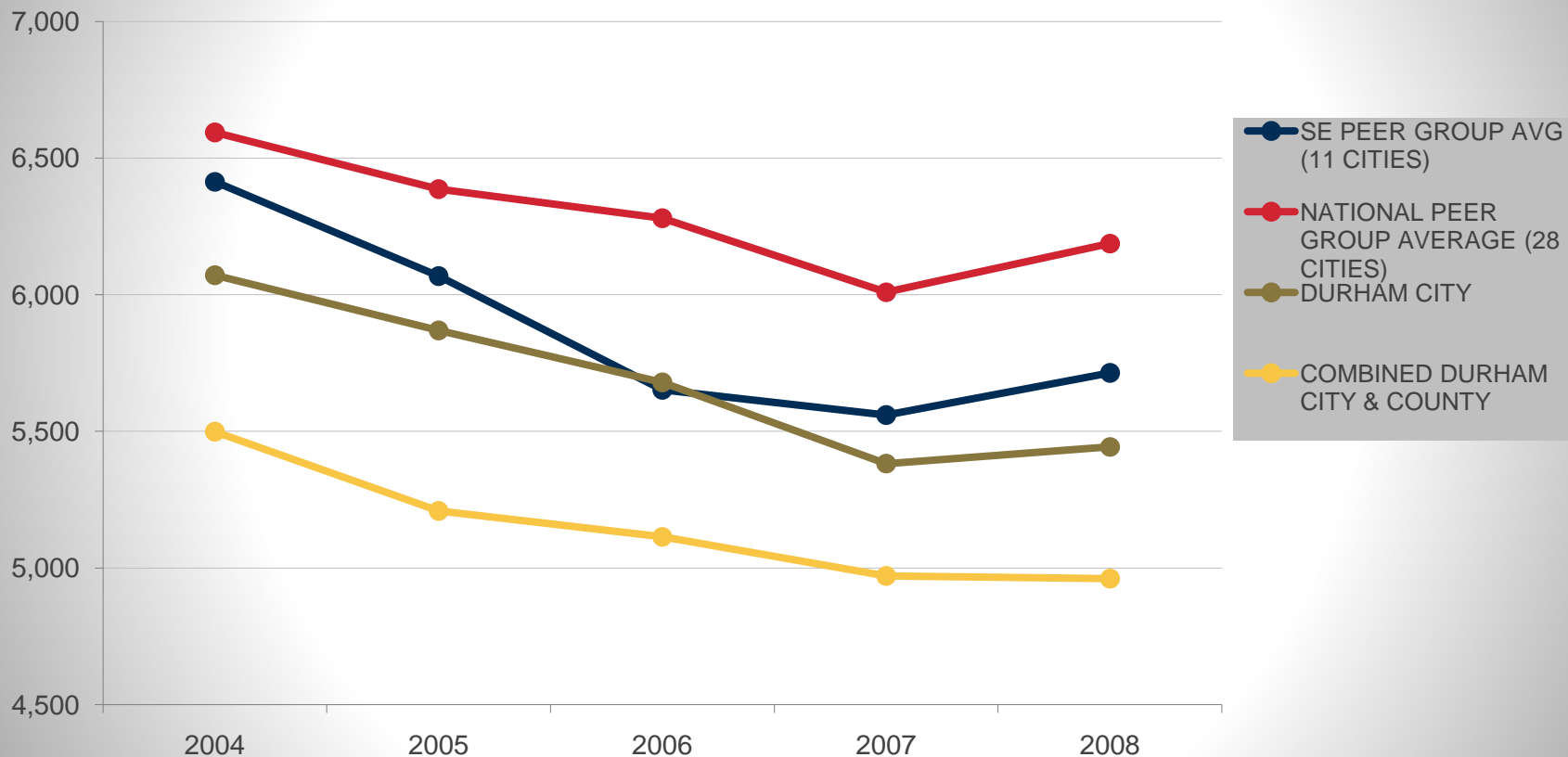
SOURCE: UNIFORM CRIME REPORTING / OEWD



# DURHAM PUBLIC SAFETY

## PROPERTY CRIME TRENDS (CRIMES PER 100,000): 2004-2008

SOURCE: DURHAM CONVENTION & VISITORS BUREAU/OEWD



Durham benchmarks itself against other cities to compare information. City staff has reviewed demographic data on southeastern & national cities that are most comparable to Durham. These peer groups have been approved for use when benchmarking performance and comparative data by the City Manager and City Council.

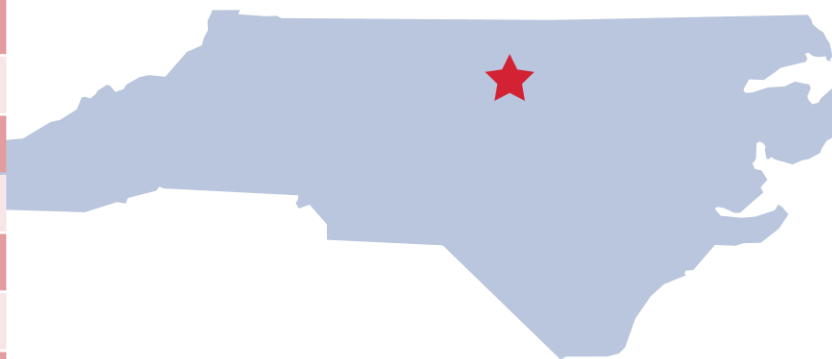
*the STATE of* **DURHAM'S**  
**ECONOMY** 2010

# DURHAM VISITOR IMPACT

## STATES OF ORIGIN: VISITORS TO DURHAM AND NORTH CAROLINA

SOURCE: SMITH TRAVEL RESEARCH, DCVB (2010)

Durham	
North Carolina	10.0%
New York	7.8%
Florida	6.6%
Pennsylvania	5.4%
Massachusetts	5.2%
Texas	5.1%
Georgia	4.6%
Illinois	4.6%
Ohio	4.5%
California	4.5%
New Jersey	4.1%
Maryland	3.0%

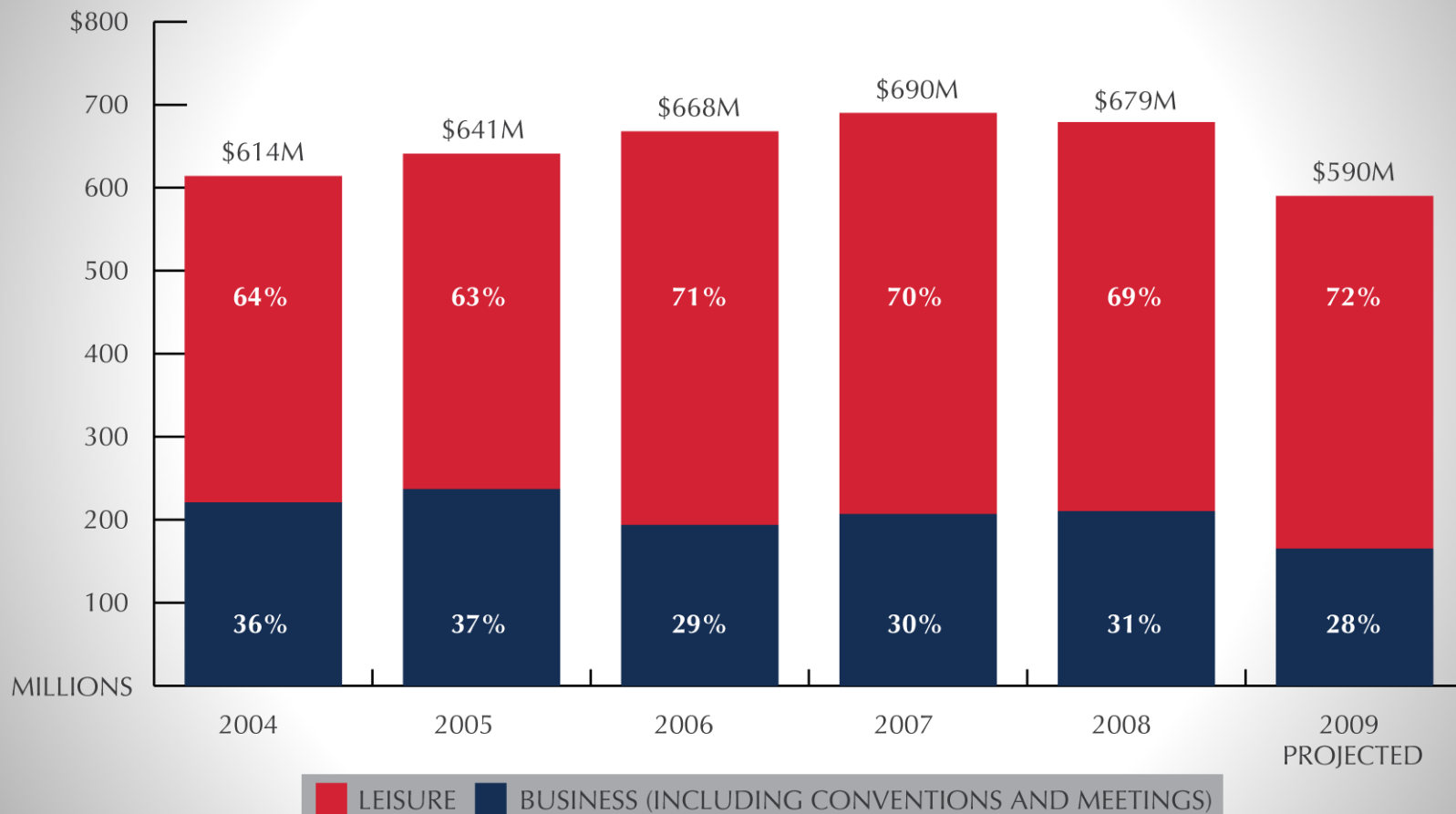


North Carolina	
North Carolina	34.0%
Virginia	10.1%
South Carolina	8.0%
Georgia	6.9%
Florida	5.1%
Pennsylvania	4.2%
New York	3.7%
Ohio	2.9%
Maryland	2.8%
Tennessee	2.7%
New Jersey	2.1%
California	1.6%

# DURHAM VISITOR IMPACT

## DURHAM VISITOR SPENDING

SOURCE: DK SHIFFLET & ASSOCIATES, GLOBAL INSIGHTS AND DCVB



# DURHAM VISITOR IMPACT

## DURHAM 2009 YEAR-END VISITOR-RELATED PERFORMANCE

SOURCE: DURHAM CONVENTION & VISITORS BUREAU



Number of visitors to Durham (5.5M)\*



Taxable visitor spending in lodging, restaurants, shopping, entertainment, transportation



Revenue per hotel room (\$46.85)



Visitor inquiries for future visits



Attendance at historic sites, sports venues, festivals, nature areas, museums, performance venues (4.6 million)



Conventions and meetings occurring



Visitor-related RDU enplanements

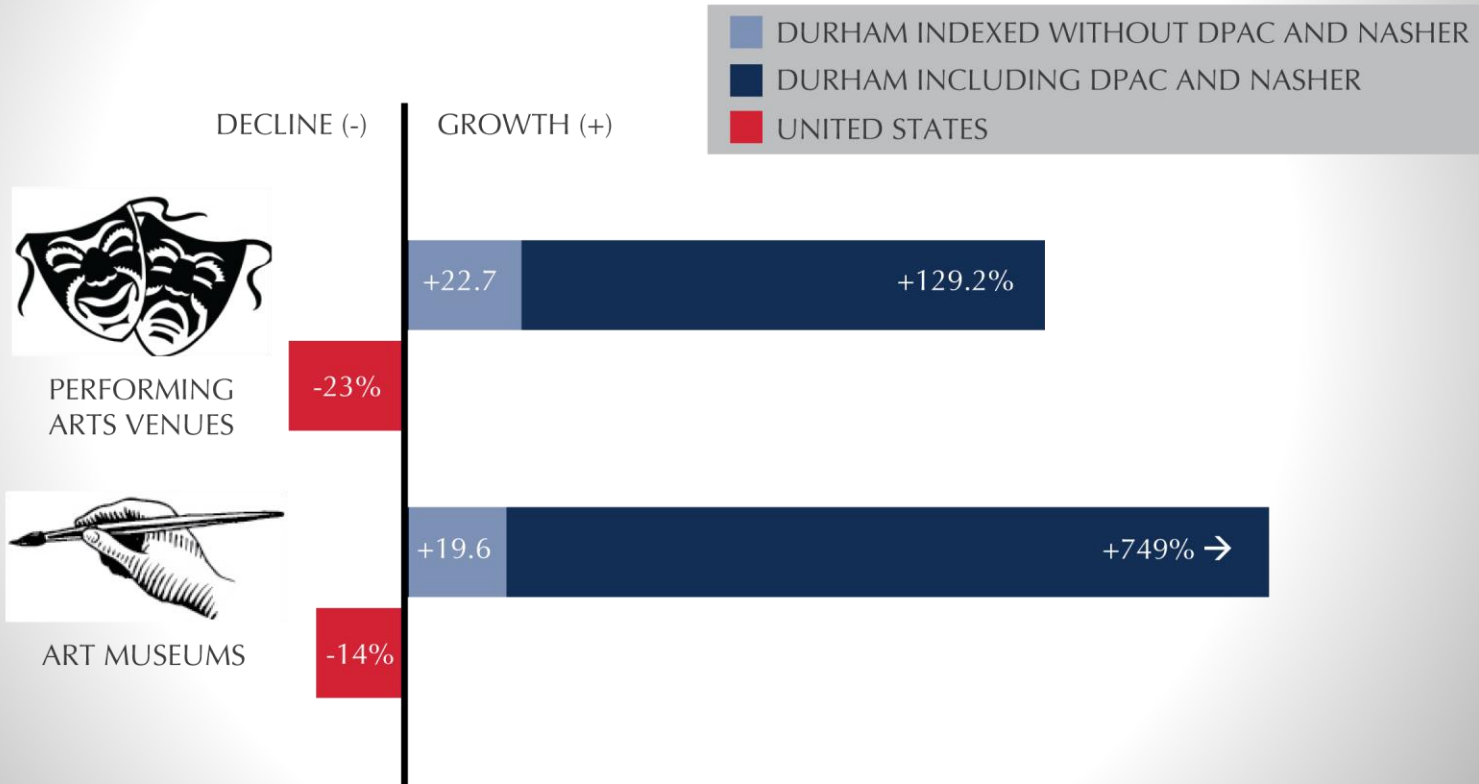


Leads qualified for future convention bookings

# DURHAM VISITOR IMPACT

## INCREASE/DECREASE IN ARTS PARTICIPATION: 2002 TO 2008

SOURCE: NATIONAL ENDOWMENT FOR THE ARTS; U.S. CENSUS BUREAU, D.K. SHIFFLET AND ASSOCIATES, DCVB



# DURHAM VISITOR IMPACT

## DURHAM LODGING INDICATORS 1992-2009

SOURCE: SMITH TRAVEL RESEARCH, DCVB (2010)



DURHAM OCCUPANCY RATE<sup>1</sup>

DURHAM AVERAGE DAILY RATE<sup>2</sup>

DURHAM LODGING INDEX<sup>3</sup>

Guest rooms temporarily absorbed by NCCU students.